

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JANUARY 14, 1979

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	CBS NFL CHAMPIONSHIP GAME(S)	36.7	27,340
2	MORK & MINDY	33.0	24,590
3	NFL CHAMPIONSHIP GAME-NBC(S)	32.6	24,290
4	LAVERNE AND SHIRLEY	31.8	23,690
5	60 MINUTES	31.4	23,390
5	THREE'S COMPANY	31.4	23,390
7	HAPPY DAYS	30.2	22,500
8	WHAT'S HAPPENING	28.5	21,230
9	M*A*S*H	27.6	20,560
10	ALL IN THE FAMILY	27.4	20,410
11	ABC SUNDAY NIGHT MOVIE	27.0	20,120
12	ALICE#	26.8	19,970
13	CBS TUESDAY NIGHT MOVIES	26.0	19,370
14	LITTLE HOUSE-PRAIRIE#	25.5	19,000
14	NFL CHAMPIONSHIP POST-NBC(S)	25.5	19,000
16	FIRST KISS, CHARLIE BROWN(S)	25.4	18,920
17	TAXI	25.3	18,850
18	ONE DAY AT A TIME#	25.2	18,770
19	CBS NFL CHAMPIONSHIP PRE(S)	25.0	18,630
20	BARNEY MILLER	24.6	18,330

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MORK & MINDY	26.8	54,760
2	LAVERNE AND SHIRLEY	25.9	53,100
3	CBS NFL CHAMPIONSHIP GAME(S)	25.1	51,310
4	HAPPY DAYS	24.2	49,480
5	THREE'S COMPANY	23.1	47,330
6	WHAT'S HAPPENING	21.6	44,110
7	ABC SUNDAY NIGHT MOVIE	21.2	43,310
8	FIRST KISS, CHARLIE BROWN(S)	21.0	43,070
9	60 MINUTES	20.9	42,820
10	NFL CHAMPIONSHIP GAME-NBC(S)	20.2	41,290
11	CHIPS	19.7	40,400
12	BATTLESTAR: GALACTICA#	19.4	39,720
13	M*A*S*H	18.5	37,930
14	ALICE#	18.4	37,610
15	ONE DAY AT A TIME#	18.1	37,010
16	ABC FRIDAY NIGHT MOVIE#	17.9	36,640
17	BIG EVENT#	17.9	36,610
18	ALL IN THE FAMILY	17.8	36,330

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	THREE'S COMPANY	25.3	19,770
2	60 MINUTES	25.1	19,560
3	MORK & MINDY	24.9	19,440
4	LAVERNE AND SHIRLEY	24.9	19,430
5	HAPPY DAYS	23.2	18,070
6	ALL IN THE FAMILY	22.7	17,740
7	ALICE#	22.5	17,540
8	LITTLE HOUSE-PRAIRIE#	21.8	17,010
9	M*A*S*H	21.7	16,950
10	CBS NFL CHAMPIONSHIP GAME(S)	21.5	16,780
11	CBS TUESDAY NIGHT MOVIES	21.4	16,720
12	ABC SUNDAY NIGHT MOVIE	21.1	16,490
13	CHIPS	21.0	16,410
14	ONE DAY AT A TIME#	20.4	15,940
15	TAXI	20.4	15,900
16	WHAT'S HAPPENING	20.3	15,860

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	CBS NFL CHAMPIONSHIP GAME(S)	37.5	26,270
2	NFL CHAMPIONSHIP GAME-NBC(S)	33.4	23,410
3	60 MINUTES	26.5	18,570
4	ROSE BOWL GAME(S)	25.9	18,190
5	SUGAR BOWL GAME(S)	25.6	17,930
6	ABC SUNDAY NIGHT MOVIE	24.1	16,910
7	NFL CHAMPIONSHIP POST-NBC(S)	23.5	16,480
8	ORANGE BOWL GAME(S)	23.2	16,300
9	CBS NFL CHAMPIONSHIP PRE(S)	22.3	15,610
10	MORK & MINDY	21.6	15,160
11	M*A*S*H	19.7	13,840
12	LAVERNE AND SHIRLEY	19.5	13,670
13	CBS TUESDAY NIGHT MOVIES	19.5	13,650
14	THREE'S COMPANY	19.4	13,610
15	ALICE#	19.1	13,390
15	NBC SATURDAY NIGHT MOVIES(S)	19.1	13,390
17	HAPPY DAYS	19.1	13,380
17	ONE DAY AT A TIME#	19.1	13,380
19	ALL IN THE FAMILY	19.1	13,360
20	BATTLESTAR: GALACTICA#	18.4	12,890
21	BEST-SAT. NITE LIVE PT. I(S)	17.9	12,530
22	WHAT'S HAPPENING	17.7	12,440
23	ABC WIDE WORLD-SPORTS-SUN#	17.7	12,410
24	ABC FRIDAY NIGHT MOVIE#	17.4	12,190

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BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JANUARY 14, 1979

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MORK & MINDY	30.3	14,670
2	LAVERNE AND SHIRLEY	28.4	13,740
3	THREE'S COMPANY	28.3	13,710
4	ABC SUNDAY NIGHT MOVIE	27.1	13,110
5	HAPPY DAYS	26.8	12,970
6	M*A*S*H	24.2	11,720
7	FIRST KISS, CHARLIE BROWN(S)	24.0	11,640
8	WHAT'S HAPPENING	24.0	11,630
9	ONE DAY AT A TIME#	23.8	11,520
10	CBS NFL CHAMPIONSHIP GAME(S)	23.3	11,280
11	TAXI	23.1	11,180
12	BEST-SAT. NITE LIVE PT. I(S)	21.6	10,450
13	AMERICAN MUSIC AWARDS(S)	21.2	10,280
14	RONA BARRETT SPECIAL(S)	21.2	10,260
15	BARNEY MILLER	21.1	10,200
16	BATTLESTAR: GALACTICA#	21.0	10,190
17	SOAP	20.9	10,100
18	60 MINUTES	20.7	10,000
19	FAMILY	20.6	9,990
20	CBS TUESDAY NIGHT MOVIES	20.2	9,780

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WALTONS	31.7	7,480
2	60 MINUTES	31.6	7,460
3	LITTLE HOUSE-PRAIRIE#	30.6	7,210
4	ALICE#	28.1	6,640
4	BARNABY JONES	28.1	6,640
6	ENTERTAINER-YEAR AWARDS(S)	27.9	6,580
7	ALL IN THE FAMILY	27.4	6,470
8	MONTE CARLO CIRCUS FEST.(S)	26.9	6,350
9	HAWAII FIVE-O#	25.0	5,890
10	CBS TUESDAY NIGHT MOVIES	24.6	5,800
11	DALLAS	24.0	5,650
12	CHIPS	22.6	5,340
13	JEFFERSONS	22.6	5,330
14	LOVE BOAT	22.6	5,320
15	ROSE BOWL PARADE-CBS(S)	22.5	5,310
16	BIG EVENT#	22.0	5,180
17	DIFF'RENT STROKES	21.8	5,140
18	ROCKFORD FILES	21.4	5,050

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	CBS NFL CHAMPIONSHIP GAME(S)	36.7	16,890
2	NFL CHAMPIONSHIP GAME-NBC(S)	32.5	14,980
3	ABC SUNDAY NIGHT MOVIE	29.2	13,430
4	MORK & MINDY	24.9	11,470
5	ROSE BOWL GAME(S)	24.7	11,370
6	SUGAR BOWL GAME(S)	24.6	11,320
7	BEST-SAT. NITE LIVE PT. I(S)	23.4	10,770
8	BATTLESTAR: GALACTICA#	23.0	10,600
9	60 MINUTES	22.8	10,490
10	CBS NFL CHAMPIONSHIP PRE(S)	21.9	10,070
11	NFL CHAMPIONSHIP POST-NBC(S)	21.6	9,950
12	LAVERNE AND SHIRLEY	21.5	9,890
12	ORANGE BOWL GAME(S)	21.5	9,890
14	HAPPY DAYS	21.1	9,740
15	THREE'S COMPANY	21.0	9,660
16	NBC SATURDAY NIGHT MOVIES(S)	20.1	9,260
17	M*A*S*H	20.0	9,220
18	ONE DAY AT A TIME#	20.0	9,190
19	WHAT'S HAPPENING	19.6	9,040
20	ABC FRIDAY NIGHT MOVIE#	19.1	8,790
21	ABC WIDE WORLD-SPORTS-SUN#	18.4	8,490
22	BARNEY MILLER	18.2	8,360
23	CBS TUESDAY NIGHT MOVIES	17.7	8,160
24	BIG EVENT#	17.7	8,130

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	CBS NFL CHAMPIONSHIP GAME(S)	39.3	7,270
2	NFL CHAMPIONSHIP GAME-NBC(S)	36.4	6,740
3	60 MINUTES	34.3	6,340
4	HAWAII FIVE-O#	29.2	5,400
5	NFL CHAMPIONSHIP POST-NBC(S)	28.7	5,310
6	ALL IN THE FAMILY	28.4	5,250
7	ORANGE BOWL GAME(S)	27.5	5,090
8	ROSE BOWL GAME(S)	27.1	5,010
9	ALICE#	26.6	4,930
10	WALTONS	26.5	4,910
11	SUGAR BOWL GAME(S)	26.4	4,890
12	BARNABY JONES	26.1	4,830
13	CBS NFL CHAMPIONSHIP PRE(S)	25.3	4,680
14	LITTLE HOUSE-PRAIRIE#	22.9	4,240
15	CBS TUESDAY NIGHT MOVIES	22.5	4,160
15	CHIPS	22.5	4,160
17	MONTE CARLO CIRCUS FEST.(S)	22.3	4,130
18	CBS WEDNESDAY NIGHT MOVIE#	21.6	3,990
19	ROSE BOWL PARADE-CBS(S)	21.5	3,970
20	ROCKFORD FILES	21.2	3,920
21	ENTERTAINER-YEAR AWARDS(S)	20.6	3,820
22	CBS EVENING NEWS-CRONKITE	20.5	3,790
23	DALLAS	20.4	3,780
24	DIFF'RENT STROKES	20.1	3,710

CONT'D

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NIELSEN AVERAGE AUDIENCE

MEN 18-49

<u>RANK</u>	<u>PROGRAM</u>	<u>AUDIENCES</u>	
		<u>% U.S.</u>	<u>NO. (000)</u>

MEN 55+

<u>RANK</u>	<u>PROGRAM</u>	<u>AUDIENCES</u>	
		<u>% U.S.</u>	<u>NO. (000)</u>

CONT'D

25	GRANDPA GOES-WASHINGTON#	19.5	3,610
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NOTES

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1979 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																								
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																								
WK #	DAY	START TIME	DUR	T/C THIS SEASON	PROG. NET TYPE	NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES																									
						WK 1	WK 2			AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11						
EVENING CONT'D																																		
CARTER COUNTRY										9	187	188	A 15.8 25 1177	1937	711 292	810 291	438 341	157 304			608 194	349 337	106 197			186 103^	333 193							
SAT.													B 15.2 27 1132	2017	730 269	817 299	478 391	131 268			684 258	411 363	111 208			178 89	338 231							
CBS EVENING NEWS-CRONKITE						69	194 196			A 17.1 28 1274			1637	733 202	792 193	326 330	154 388			622 163	281 287	140 298			88 38^	135 88								
M-F							99 99			B 14.3 27 1065			1631	712 221	770 176	318 331	147 377			621 166	270 287	140 297			97 46	143 83								
CBS REPORTS(S)							186			A 6.1 11 454			1630	811 201^	899 115v	322^336^	132v523^			649 137v	313^326^	49v266^			24v 14v	58v 58v								
1 SAT. 10.00P 60 CBS DN							99																											
10.00 - 10.30										A 6.6 11 492			1571	790 185^	871 121v	292^299^	119v517			620 146^	314^314^	39v242^			16v 16v	64v 64v								
10.30 - 11.00										A 5.6 10 417			1676	827 213^	925 107v	356^372^	146v529^			677 122v	305^334^	60v295^			26v LT	48v 48v								
CBS SAT. NEWS-SCHIEFFER						13	141 141			A 11.7 21 872			1821	737 205	800 155	317 315	142 412			774 239	379 362	168 319			111^ 24v	136^ 87^								
SAT.							87 87			B 10.0 20 745			1684	710 213	778 165	300 288	136 414			690 170	301 312	131 318			85 41	131 74								
CBS SATURDAY NIGHT MOVIE						6	177			A 14.4 23 1073			1929	795 289	842 314	516 393	132^299			735 285	478 422	60^209^			129^ 82^	223^ 158^								
1 SAT. 8.00P 120 CBS FF							96			B 17.5 30 1304			1982	783 283	850 293	487 438	125 285			730 272	448 413	101 218			159 78	243 156								
8.00 - 8.30										A 15.3 25 1140			1912	755 286	830 320	517 386	134^283			723 264	468 397	65^213^			119^ 92^	240 175^								
8.30 - 9.00										A 14.2 23 1058			1999	855 280	884 336	560 418	138^308			756 298	506 448	48v206^			118^ 86^	241 179^								
9.00 - 9.30										A 14.5 23 1080			1951	815 310	850 300	499 400	139^310			723 285	460 416	74^210^			140^ 73^	238 158^								
9.30 - 10.00										A 13.7 22 1021			1825	752 277	800 303	484 359	115^296			721 296	475 425	51v193^			129^ 73^	175^ 116^								
CBS TUESDAY NIGHT MOVIES						12	182 187			A 26.0 39 1937			1820	801 292	863 271	504 455	136 300			706 249	422 389	93 215			135 64^	116 81								
1 TUE. 8.00P 180 CBS FF							97 99			B 18.4 29 1371			1817	744 282	827 307	520 452	117 237			709 285	447 406	94 189			162 66	119 87								
2 TUE. 9.00P 120																																		
8.00 - 8.30										A 23.3 34 1736			1957	851 293	938 255	497 448	170 384			681 194	347 335	98^270			170 102^	168 109^								
8.30 - 9.00										A 26.3 37 1959			1904	821 297	902 255	485 444	163 361			694 211	384 360	101^247			150 73^	158 110^								
9.00 - 9.30										A 24.4 34 1818			1850	822 287	875 268	505 453	144 313			680 224	390 383	95 218			147 62^	148 99								
9.30 - 10.00										A 26.3 39 1959			1816	792 294	853 279	517 459	129 280			702 250	430 400	87 201			143 59^	118 85								
10.00 - 10.30										A 27.8 44 2071			1782	788 300	849 284	517 468	125 268			722 276	453 410	96 198			121 59	90 65								
10.30 - 11.00										A 26.9 44 2004			1724	768 280	821 267	490 446	119 271			722 281	453 395	95 205			109 52^	72 55^								
CBS WEDNESDAY NIGHT MOVIE						8	177			A 21.6 33 1609			1807	839 337	963 372	598 483	90^300			627 215	336 306	81^247			143^ 75^	74^ 54^								
1 WED. 9.00P 120 CBS FF							96			B 17.1 27 1274			1854	773 317	844 352	553 447	109 217			656 269	408 358	97 189			228 106	126 85								
9.00 - 9.30										A 21.0 31 1565			1853	794 333	930 341	554 453	105^311			623 204	321 295	100^256			171 99^	129^ 85^								
9.30 - 10.00										A 21.2 31 1579			1806	835 340	964 381	605 480	89^298			614 215	333 298	72^240			154^ 89^	74^ 55^								
10.00 - 10.30										A 22.2 35 1654			1796	858 349	975 377	608 490	85^304			640 209	338 305	75^259			128^ 62^	53^ 44^								
10.30 - 11.00										A 22.1 37 1646			1762	864 326	977 386	621 501	81^291			629 231	352 318	77^236			118^ 53^	38v 31v								
CENTENNIAL						6	207			A 18.7 26 1393			1736	736 264	795 218	359 384	151^335			717 224	354 403	121^231			117^ 60^	107^ 67^								
2 SUN. 8.00P 120 NBC GD							99			B 21.4 32 1594			1858	773 276	840 268	478 455	139 286			747 256	431 420	136 240			127 56	144 102								
8.00 - 8.30										A 19.2 27 1430			1701	744 267	810 204	343 377	148^365			663 214	309 355	124^235			101^ 50^	127^ 73^								
8.30 - 9.00										A 19.6 27 1460			1726	734 271	800 225	366 394	135^325			711 230	351 406	127^229			103^ 45^	112^ 70^								
9.00 - 9.30										A 19.0 26 1416			1759	737 252	788 229	364 375	163^330			740 216	374 421	118^230			131^ 74^	100^ 72^								
9.30 - 10.00										A 17.2 24 1281			1733	718 270	773 215	355 376	160^323			747 232	383 428	116^227			129^ 70^	84^ 53^								
CHARLIE'S ANGELS						14	193 196			A 21.9 32 1632			1904	796 321	874 368	581 438	93 232			560 207	326 293	86 172			248 145	222 165								
WED. 9.00P 60 ABC PD							98 98			B 25.3 39 1885			1916	756 294	833 345	540 450	115 228			583 221	347 301	101 180			242 133	258 206								
9.00 - 9.30										A 21.2 31 1579			1920	796 329	869 366	576 424	100 234			563 215	332 288	90 171			245 139	243 180								
9.30 - 10.00										A 22.5 33 1676			1896	798 314	882 370	586 454	87 231			562 205	323 297	84 175			250 152	202 153								
CHIPS						15	209 207			A 23.8 38 1773			2279	811 275	925 351	538 464	144 301			684 239	381 356	128 235			190 62^	480 330								
SAT. 8.00P 60 NBC OP							99 98			B 19.9 35 1483			2194	742 256	834 285	476 430	127 290			691 243	410 386	110 209			222 97	447 309								
8.00 - 8.30										A 22.8 36 1699			2248	795 262	912 339	519 460	135 299			679 234	371 350	126 239			188 57^	469 319								
8.30 - 9.00										A 24.8 39 1848	</																							

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
																WOMEN		MEN					TEENS		CHILDREN								
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TOTAL FEM.	TOTAL 6-11							
EVENING CONT'D																																	
DALLAS																																	
SUN. 10.00P 60 CBS GD 10 192 187																																	
10.00 - 10.30																																	
10.30 - 11.00																																	
DAVID CASSIDY-UNDERCOVER																																	
1 THU. 10.00P 60 NBC OP 7 195																																	
10.00 - 10.30																																	
10.30 - 11.00																																	
DIFF'RENT STROKES																																	
FRI. 8.00P 30 NBC CS 9 192 203																																	
8.00 - 8.30																																	
8.30 - 9.00																																	
DONNY AND MARIE																																	
FRI. 8.00P 60 ABC GV 11 198 196																																	
8.00 - 8.30																																	
8.30 - 9.00																																	
EDDIE CAPRA MYSTERIES																																	
FRI. 10.00P 60 NBC SM 13 201 200																																	
10.00 - 10.30																																	
10.30 - 11.00																																	
EIGHT IS ENOUGH																																	
16 194 196																																	
WED. 8.00P 60 ABC CS 97 99																																	
8.00 - 8.30																																	
8.30 - 9.00																																	
ENTERTAINER-YEAR AWARDS(S)																																	
2 WED. 9.30P 90 CBS AC 189																																	
9.30 - 10.00																																	
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10.30 - 11.00																																	
FAMILY																																	
THU. 10.00P 60 ABC GD 11 193 193																																	
10.00 - 10.30																																	
10.30 - 11.00																																	
FANTASY ISLAND																																	
SAT. 10.00P 60 ABC A 16 190 182																																	
10.00 - 10.30																																	
10.30 - 11.00																																	
FIRST KISS, CHARLIE BROWN(S)																																	
2 MON. 8.00P 30 CBS EA 196																																	
8.00 - 8.30																																	
8.30 - 9.00																																	
G.E. THEATRE(S)																																	
2 SAT. 9.00P 120 CBS GD 183																																	
9.00 - 9.30																																	
9.30 - 10.00																																	
10.00 - 10.30																																	
10.30 - 11.00																																	

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1979 REPORT

PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
												VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2		AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS OF (2+)	LADY WORK- ING HOUSE WOM.	TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11						
EVENING CONT'D																																
LITTLE HOUSE-PRAIR-CONT'D																																
		8.00 - 8.30						A	23.9	34	1781	1880	800	303	884	262	373	359	175	389	611	224	322	277	120^242	169	94^	216	156			
		8.30 - 9.00						A	27.2	38	2026	1904	830	291	900	293	417	406	148	369	568	214	313	270	99^206	172	98^	264	177			
LOU GRANT																																
	MON.	10.00P	60	CBS	GD	99	97	A	22.6	35	1684	1717	785	315	867	362	575	500	108	230	647	307	432	385	72^165	116	73^	87	56^			
		10.00 - 10.30						B	20.3	32	1512	1689	821	323	897	359	585	498	106	226	583	252	370	335	84	159	144	71	65	48		
		10.30 - 11.00						A	22.6	34	1684	1706	786	313	858	358	570	498	104	230	638	311	429	376	70^163	118	74	92	56^			
								A	22.6	36	1684	1720	784	316	875	366	578	500	114	232	654	303	435	393	75	165	111	71^	80	55^		
LOVE BOAT																																
	SAT.	9.00P	60	ABC	CS	99	98	A	23.2	36	1728	2086	775	272	857	267	469	415	135	306	601	213	338	306	109	205	222	134	406	275		
		9.00 - 9.30						B	22.2	39	1654	2011	760	280	849	312	513	452	125	260	606	231	376	340	90	173	193	103	363	259		
		9.30 - 10.00						A	22.7	35	1691	2091	785	277	864	272	473	414	140	310	602	211	339	310	106	202	209	128	416	273		
								A	23.8	37	1773	2065	764	266	846	262	464	413	132	303	597	213	335	306	107	204	228	137	394	276		
MARK TWAIN'S AMERICA(S)																																
	2 THU.	8.00P	60	NBC	DO		99	A	9.8	15	730	1768	661	193^	706	166^	274^329^	161^317^			721	202^	322^362	122^279^	182^	18v	159^	121^				
		8.00 - 8.30						A	9.1	14	678	1715	612	168^	655	132^	207^290^	158^326^			718	185^	295^359^	125^296^	169^	18v	173^	126^				
		8.30 - 9.00						A	10.4	16	775	1813	704	214^	752	197^	333	359	165^312^		724	216^	347	368	118^263^	191^	17v	146^	117^			
M*A*S*H																																
	1 MON.	9.00P	30	CBS	CS	99	97	A	27.6	39	2056	1845	761	297	825	367	570	481	96	211	673	323	448	410	75	175	198	89	149	101		
	2 MON.	9.30P	30					B	25.6	37	1907	1935	781	325	859	368	575	476	105	215	631	291	416	368	83	162	217	103	228	158		
MONTE CARLO CIRCUS FEST.(S)																																
							186	A	19.6	28	1460	1826	760	277	849	181	329	334	218	435	617	130^	291	281	108^283	99^	39v	261	157^			
2 WED. 8.30P 60 CBS GV 97																																
		8.30 - 9.00						A	18.9	27	1408	1854	761	279	840	173^	319	324	229	436	621	129^	300	290	105^278	99^	41v	294	185			
		9.00 - 9.30						A	20.4	29	1520	1783	759	273	854	189	335	340	207	434	610	129^	279	273	109^285	91^	33v	228	128^			
MORK & MINDY																																
	THU.	8.00P	30	ABC	CS	99	99	A	33.0	49	2459	2227	693	262	791	403	597	450	62	136	617	332	466	352	67	102	327	165	492	334		
								B	26.8	44	1997	2284	701	310	788	413	612	470	64	119	630	335	484	379	57	98	348	181	518	374		
NBC MONDAY NIGHT MOVIES																																
	2 MON.	9.00P	120	NBC	FF		98	A	17.7	26	1319	1901	846	295	880	327	502	397	139^291		701	298	461	405	125^207	176^	71^	144^	98^			
		9.00 - 9.30						B	21.2	33	1579	1748	815	298	906	338	537	483	131	278	554	207	329	299	88	173	150	86	138	106		
		9.30 - 10.00						A	18.6	26	1386	1960	886	324	920	310	461	360	155^371		662	264	417	352	134^216	153^	53^	225	158^			
		10.00 - 10.30						A	17.8	26	1326	1904	844	282	881	326	501	394	139^291		703	295	459	398	129^213	157^	71^	163^	106^			
		10.30 - 11.00						A	17.7	27	1319	1857	819	275	854	334	515	412	130^254		717	321	485	434	121^199	192	82^	94^	70^			
								A	16.7	27	1244	1871	821	298	853	335	526	425	133^239		732	320	496	438	120^197^	199	79^	87^	46v			
NBC NEWS UPDATE-M-F																																
	1 MON.	10.02P	2	NBC	N	91	91	A	16.1	24	1199	1830	697	240	774	251	414	383	130	283	712	271	430	377	119	227	145	55	199	142		
	1 TUE.	9.00P	1					B	15.9	25	1185	1885	731	251	813	256	420	390	141	317	636	221	355	328	115	223	156	72	280	194		
	1 W-F	8.58P	1																													
	2 MTUTHF	8.58P	1																													
	2 WED.	9.28P	1																													
NBC NEWS UPDATE-SAT.																																
	SAT.	8.58P	1	NBC	N	92	91	A	19.9	31	1483	2216	809	297	935	346	548	466	130	296	670	231	373	351	119	217	193	60^	418	285		
								B	16.7	29	1244	2144	736	253	828	285	472	420	128	283	674	251	406	366	103	198	212	101	430	304		
NBC NEWS UPDATE-SUN.																																
	1 SUN.	9.02P	1	NBC	N	93	93	A	19.4	27	1445	2026	779	258	857	285	462	430	168	322	739	267	454	428	105	204	179	102	251	176		
	2 SUN.	9.04P	1					B	18.6	28	1386	2084	777	252	842	267	469	441	136	305	776	277	469	431	115	234	171	82	295	197		
NBC NIGHTLY NEWS-SAT.																																
	SAT.	6.30P	30	NBC	N	82	81	A	10.9	19	812	1757	751	215	834	193	362	311	176	430	726	170	272	274	114^369	59^	20v	138^	91^			
								B	8.2	16	611	1680	772	182	836	205	364	333	154	411	652	153	274	266	119	317	73	31	119	70		

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	A	B	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
													LADY WORK-ING HOUSE WOM.		TOTAL	18-34	WOMEN 18-49	25-54	55-64	55+	TOTAL	18-34	MEN 18-49	25-54	55-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11							
EVENING CONT'D																																			
NBC NIGHTLY NEWS-SUN.										6	144	146	A	8.9	14	663	1722	770	143	787	214	270	250	155	465	697	144	279	314	88	334	56	28	182	70
1	SUN.	6.30P	30	NBC N		80	79	B	7.5	13	559	1645	702	147	737	174	271	268	152	394	696	169	293	339	119	328	45	14	167	70					
2	SUN.	6.45P	15																																
NBC NIGHTLY NEWS										69	206	206	A	15.0	25	1118	1676	750	231	815	186	344	355	186	381	655	159	286	258	133	317	59	27	147	102
1	TU-F	6.30P	30	NBC N		99	99	B	13.0	25	969	1647	734	215	798	185	335	331	174	387	662	169	293	265	132	312	66	28	121	83					
2	M-F	6.30P	30																																
NBC REPORTS(S)											196		A	10.8	18	805	1501	574	192	621	208	307	317	157	231	765	303	432	459	123	235	115	17	LT	LT
2	THU.	10.00P	60	NBC DN		98																													
	10.00 - 10.30																																		
	10.30 - 11.00																																		
NBC SATURDAY NIGHT MOVIES(S)										192			A	19.8	33	1475	2079	828	298	941	407	652	462	108	222	909	347	628	521	123	215	99	57	130	110
1	SAT.	9.00P	131	NBC FF		97																													
	9.00 - 9.30																																		
	9.30 - 10.00																																		
	10.00 - 10.30																																		
	10.30 - 11.00																																		
NBC SATURDAY NIGHT MOVIES(S)										187			A	19.6	30	1460	1998	688	348	828	348	542	462	106	194	698	270	452	442	98	152	181	44	291	243
2	SAT.	9.00P	111	NBC FF		97																													
	9.00 - 9.30																																		
	9.30 - 10.00																																		
	10.00 - 10.30																																		
	10.30 - 11.00																																		
NEWSBREAK-M-F										79	168	167	A	18.4	27	1371	1942	780	297	872	297	468	423	148	332	595	204	325	307	97	222	171	78	304	184
1	M&THF	8.58P	1	CBS N		90	89	B	15.9	25	1185	1947	745	277	826	294	468	407	128	290	598	218	341	316	97	206	169	74	354	216					
1	TUE.	8.53P	1																																
2	M & W	9.28P	1																																
2	TU&TH	8.58P	1																																
2	FRI.	8.57P	2																																
NEWSBREAK-SAT.										16	166	157	A	14.1	22	1050	2085	797	321	853	305	513	437	117	284	686	261	465	411	104	179	217	115	329	221
1	SAT.	8.56P	1	CBS N		92	91	B	12.8	22	954	1953	773	270	850	270	457	410	129	315	611	201	357	332	94	203	184	102	308	203					
2	SAT.	8.57P	2																																
NEWSBREAK-SUN.										15	168		A	23.1	32	1721	1841	778	338	885	263	443	437	169	320	645	195	344	319	152	243	126	58	185	99
2	SUN.	8.58P	1	CBS N		91		B	21.2	32	1579	1893	770	316	872	257	448	432	138	327	649	193	338	342	119	237	172	88	200	141					
ONE DAY AT A TIME										13	194		A	25.2	36	1877	1972	815	280	849	384	613	503	87	197	714	349	491	422	75	172	234	137	175	128
1	MON.	9.30P	30	CBS CS		99		B	23.8	35	1773	1859	799	328	880	367	584	478	110	225	567	245	366	323	80	155	225	119	187	139					
ORANGE BOWL GAME(S)										217			A	22.8	35	1699	1840	549	184	611	201	326	342	118	204	959	362	581	519	197	300	155	46	115	86
1	MON.	8.09P	216	NBC SE		99																													
	8.00 - 8.30																																		
	8.30 - 9.00																																		
	9.00 - 9.30																																		
	9.30 - 10.00																																		
	10.00 - 10.30																																		
	10.30 - 11.00																																		
	11.00 - 11.30																																		

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11						
EVENING CONT'D																																	
PAPER CHASE						12	172		A 12.3	18	916	1709	912 320	959 330	518 441	139^354	530 202^	321 292	65^195^	96^ 14^	124^ 68^												
2 TUE. 8.00P - 8.30							96		B 12.3	19	916	1680	732 280	816 267	430 396	126 304	605 240	346 323	94 205	112 56	147 85												
8.30 - 9.00									A 12.1	18	901	1733	932 311	978 330	519 449	144^371	537 196^	322 305	64^201^	90^ 14^	128^ 69^												
									A 12.5	18	931	1675	891 327	937 330	514 433	132^335	519 207^	321 281	64^186^	99^ 12^	120^ 67^												
PEOPLE'S COMMAND PERFORM.(S)						192			A 16.8	27	1252	1975	796 328	895 277	468 389	174^379	630 203	324 290	105^251	170^ 95^	280 205												
1 FRI. 9.00P - 9.30							99		A 18.8	29	1401	2180	846 334	950 309	514 401	177 388	654 210	338 296	111^257	199 127^	377 270												
9.30 - 10.00									A 16.6	26	1237	2037	840 329	933 290	473 375	205 421	639 199	324 288	106^260	184^106^	281 207												
10.00 - 10.30									A 16.4	26	1222	1874	774 306	870 262	437 363	158^385	609 198^	324 280	99^234	152^ 81^	243 174^												
10.30 - 11.00									A 15.5	26	1155	1745	707 334	807 232	437 407	153^323	605 202^	305 288	108^248	131^ 63^	202^ 150^												
PROJECT U.F.O.						8	195		A 11.8	17	879	1842	588 184^	678 260^	444 341	99^202^	724 300	507 357	101^177^	120^ 35^	320 272^												
1 THU. 8.00P - 8.30							94		B 11.6	19	864	1835	637 219	699 202	375 360	139 260	686 229	391 371	134 225	162 37	288 214												
8.30 - 9.00									A 10.8	16	805	1892	658 201^	740 290^	483 374	116^220^	734 319^	514 325	97^182^	118^ 42^	300^ 247^												
									A 12.8	18	954	1787	528 169^	620 231^	409 310	85^187^	711 280	498 382	105^170^	119^ 29^	337 293												
QUINCY, M.E.						13	210 208		A 16.7	25	1244	1952	824 281	908 334	578 501	129 260	678 231	391 383	119 197	234 90^	132 101												
THU. 9.00P - 9.30							99		B 18.5	29	1378	1789	755 277	839 303	535 487	118 243	630 215	381 368	111 181	165 70	155 127												
9.30 - 10.00									A 16.2	24	1207	1955	812 266	898 323	565 493	127 258	679 221	387 373	124 204	238 92^	140 109												
									A 17.2	26	1281	1943	835 295	919 346	591 509	128 260	678 241	396 395	112 188	224 86^	122 93^												
ROCKFORD FILES						14	203 202		A 20.4	31	1520	1824	850 323	910 246	490 483	140 332	691 199	343 363	115 259	79^ 39^	144 103												
FRI. 9.00P - 9.30							97		B 17.2	29	1281	1735	780 278	859 247	438 427	153 333	664 194	345 356	132 246	84 40	128 97												
									A 19.7	30	1468	1814	843 314	899 244	475 466	142 339	691 203	344 359	119 261	74^ 39^	150 105												
9.30 - 10.00									A 21.2	33	1579	1821	852 329	916 244	501 498	136 324	686 194	342 364	111 253	81 39^	138 101												
RONA BARRETT SPECIAL(S)						189			A 20.9	29	1557	2039	836 354	946 442	660 487	100^233	669 351	504 379	63^126^	253 166	171 140^												
1 MON. 8.00P - 8.30							97		A 21.0	30	1565	2053	853 353	942 437	661 476	103^236	698 359	522 396	65^133^	247 163	166 131^												
8.30 - 9.00									A 20.8	29	1550	2014	812 351	942 445	656 492	100^227	638 342	483 360	59^121^	261 168	173 151^												
60 MINUTES						17	199 203		A 31.4	45	2339	1831	764 309	837 257	429 407	128 318	793 275	449 419	132 271	108 44^	93 65												
1 SUN. 8.30P - 7.00P							99		B 24.9	41	1855	1786	752 305	832 229	407 395	130 337	768 235	400 395	141 291	94 38	92 60												
2 SUN. 7.00P - 7.30									A 29.8	45	2220	1815	764 306	824 235	383 394	141 334	829 294	468 438	149 283	79^ 30^	83^ 49^												
7.30 - 8.00									A 31.4	45	2339	1835	767 316	845 255	400 395	143 339	825 280	473 436	145 279	77^ 34^	88^ 53^												
8.30 - 9.00									A 32.4	45	2414	1841	744 268	801 247	442 424	114 292	785 287	451 425	118 258	151 59^	104 82^												
9.00 - 9.30									A 31.9	44	2377	1817	774 343	870 283	480 407	112 310	735 241	398 381	115 265	123 55^	89^ 74^												
SOAP						15	191 190		A 22.4	34	1669	1884	724 305	823 405	605 463	62^160	633 356	485 379	56^ 99	234 121	194 137												
THU. 9.30P - 8.30P							98		B 21.7	35	1617	1898	740 329	828 431	627 492	72 140	649 363	496 391	63 108	237 131	184 129												
STARSKY AND HUTCH						14	200 201		A 19.2	31	1430	1831	700 328	863 412	604 459	54^173	557 291	394 305	68^129	227 112	184 148												
TUE. 10.00P - 10.30							99		B 18.6	31	1386	1762	721 310	816 393	590 474	72 157	598 295	422 342	79 132	206 101	142 105												
10.00 - 10.30									A 19.6	31	1460	1842	707 315	869 424	608 455	48^175	555 293	389 306	68^131	216 111	202 156												
10.30 - 11.00									A 18.7	31	1393	1821	688 340	852 399	601 466	56^165	557 289	397 306	66^122	245 115	167 138												
TAXI						14	197 201		A 25.3	37	1885	1912	704 306	843 407	594 440	63^174	576 310	407 329	65^119	230 131	263 179												
TUE. 9.30P - 8.30P							99		B 24.5	37	1825	1884	733 316	827 402	594 465	85 173	572 286	403 332	70 124	244 132	241 169												
THREE'S COMPANY						14	201 204		A 31.4	44	2339	2024	707 297	846 401	587 441	75 184	581 308	413 336	69 121	249 140	348 246												
TUE. 9.00P - 8.30P							99		B 29.7	44	2213	2021	754 320	849 406	600 471	91 186	566 273	394 322	70 125	273 152	333 238												
TONY ORLANDO SPECIAL(S)						207			A 16.1	25	1199	1771	794 264	901 276	485 429	154^324	636 232	356 298	101^239	63^ 24^	171^ 93^												
CONT'D																																	

1ST JAN. 1979 REPORT

1ST JAN. 1979 REPORT																																																		
PROGRAM NAME		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																										
WK	#	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																				
														MEN					TEENS (12-17)					CHILDREN (2-11)																										
														18-49					55-64					6-11																										
														18-49					55-64					6-11																										
EVENING CONT'D																																																		
TONY ORLANDO SPECI-CONT'D																																																		
1	WED.	8.00P	60	NBC	GV		98			A 15.9	24	1185	1797	802	275	919	282	498	430	165	329	633	223	356	297	106	237	57	20	188	100																			
8.00 - 8.30																																																		
8.30 - 9.00																																																		
20/20(S)																																																		
2	MON.	8.00P	60	ABC	DN		191			A 14.1	20	1050	1707	634	331	768	264	379	375	125	251	637	241	355	298	95	240	63	25	152	86																			
8.00 - 8.30																																																		
8.30 - 9.00																																																		
TWO-FIVE(S)																																																		
1	SUN.	8.00P	60	ABC	OP		197			A 14.7	20	1095	2140	653	331	819	368	608	439	79	160	635	301	468	374	71	107	286	174	400	293																			
8.00 - 8.30																																																		
8.30 - 9.00																																																		
VEGA\$																																																		
	WED.	10.00P	60	ABC	PD	13	195	193		A 18.3	29	1363	1803	803	303	871	364	580	510	80	197	635	289	469	380	64	104	310	203	431	313																			
10.00 - 10.30																																																		
10.30 - 11.00																																																		
WALTONS																																																		
	THU.	8.00P	60	CBS	GD	14	194	200		A 19.3	29	1438	1924	887	263	962	206	350	370	184	519	662	177	246	281	131	341	97	60	203	98																			
8.00 - 8.30																																																		
8.30 - 9.00																																																		
WEDNESDAY MOVIE OF-WEEK																																																		
1	WED.	9.00P	120	NBC	FF	14	201			A 16.4	25	1222	1858	755	338	894	361	597	451	160	251	646	260	408	340	85	208	114	54	204	89																			
9.00 - 9.30																																																		
9.30 - 10.00																																																		
10.00 - 10.30																																																		
10.30 - 11.00																																																		
WEEKEND																																																		
	SUN.	10.00P	60	NBC	DN	2	203	202		A 10.7	17	797	1789	753	246	814	288	473	467	152	246	875	372	583	547	143	203	67	9	33	32																			
10.00 - 10.30																																																		
10.30 - 11.00																																																		
WELCOME BACK, KOTTER																																																		
	SAT.	8.00P	30	ABC	CS	9	191	194		A 15.1	24	1125	1979	713	273	818	329	481	356	141	276	620	234	376	352	101	188	221	123	320	193																			
8.00 - 8.30																																																		
8.30 - 9.00																																																		
WHAT'S HAPPENING																																																		
	THU.	8.30P	30	ABC	CS	12	195	198		A 28.5	42	2123	2078	656	259	748	365	548	411	75	140	586	301	426	343	70	110	325	161	419	301																			
8.30 - 9.00																																																		
WHITE SHADOW																																																		
2	SAT.	8.00P	60	CBS	GD	1	172			A 17.5	27	1304	2143	708	313	767	249	433	383	118	257	696	255	467	422	129	171	260	101	420	276																			
8.00 - 8.30																																																		
8.30 - 9.00																																																		
WHITE SHADOW																																																		
1	MON.	8.00P	60	CBS	GD	5	182	185		A 22.0	31	1639	2031	760	298	841	354	587	520	97	203	581	266	390	378	51	134	246	112	363	261																			
8.00 - 8.30																																																		
8.30 - 9.00																																																		
9.00 - 9.30																																																		
2																				MON.	8.30P	60							A 18.3	26	1363	2134	850	300	877	282	566	534	96	249	649	275	395	404	55	160	246	107	362	288
																													A 21.8	31	1624	2067	766	293	837	349	591	529	93	198	571	267	395	382	52	124	242	110	417	291
																													A 26.0	37	1937	1890	683	299	818	408	591	491	108	176	545	257	378	357	43	125	252	116	275	192

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KEY: A-CURRENT REPORT B-SEASON AVERAGE

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME											I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
														TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
LATE FRINGE CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	AVG. AUD. %	AVG. SHARE %	(0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
													TOTAL		18-34	WOMEN 18-49	25-54	55-64	55+	TOTAL	18-34	MEN			TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11									
																						18-49	25-54	55-64											
WEEKDAY DAYTIME CONT'D																																			
ALL STAR SECRETS										5	163	A	5.1	24	380	1116	618	166	668	102	273	297	131	329	355	145	153	80	62	186	40	LT	53	32	
2 M-F 10.30A 30 NBC QG											84	B	5.1	24	380	1116	618	166	668	102	273	297	131	329	355	145	153	80	62	186	40	LT	53	32	
AMERICA ALIVE										61	186	A	3.9	13	291	1162	635	120	674	135	241	330	93	309	340	128	221	185	21	89	82	27	66	52	
1 TU-TH 12.00N 60 NBC GV											91	B	3.3	14	246	1244	744	110	798	156	303	339	118	401	314	73	123	99	45	171	45	20	87	37	
12.00 - 12.30												A	3.8	13	283	1042	564	123	564	59	162	285	96	279	315	135	223	167	21	67	96	29	67	53	
12.30 - 1.00												A	4.1	14	305	1207	678	108	744	197	299	353	86	325	338	111	200	190	20	105	66	23	59	49	
ANOTHER WORLD										69	202	206	A	8.3	24	618	1341	805	175	869	248	466	456	104	336	257	70	122	116	40	112	85	43	130	81
M-F 3.00P 60 NBC DD											98	99	B	7.4	25	551	1227	789	139	866	255	438	423	141	351	210	54	89	79	36	107	61	40	90	45
3.00 - 3.30												A	8.0	23	596	1334	814	182	876	269	472	456	102	331	253	76	127	115	39	105	85	45	120	80	
3.30 - 4.00												A	8.6	24	641	1326	791	165	858	227	456	451	111	343	248	61	110	110	38	115	81	40	139	83	
AS THE WORLD TURNS										68	195	195	A	8.3	27	618	1293	894	144	942	214	462	434	152	417	227	63	107	73	23	111	52	35	72	37
1 TU-F 1.30P 60 CBS DD											99	99	B	7.9	29	589	1270	879	137	963	233	477	432	138	415	206	44	91	78	25	105	41	28	60	21
2 M-F 1.30P 60													A	7.8	25	581	1284	876	151	926	214	443	408	162	432	236	61	109	76	25	119	48	34	74	39
1.30 - 2.00												A	8.8	29	656	1285	903	136	947	213	474	451	145	402	219	62	103	71	19	104	53	34	66	35	
2.00 - 2.30																																			
CAPTAIN KANGAROO										69	185	186	A	3.0	18	224	1647	459	106	468	191	358	308	31	89	186	61	102	94	LT	57	117	71	876	278
M-F 8.00A 60 CBS C											99	99	B	3.2	18	238	1540	418	59	430	196	302	246	46	111	179	51	85	72	22	82	66	37	865	195
8.00 - 8.30												A	2.5	16	186	1769	474	135	474	188	382	327	32	76	216	71	108	87	LT	81	149	80	930	323	
8.30 - 9.00												A	3.5	19	261	1529	451	77	455	186	333	295	31	96	147	50	89	89	LT	35	96	62	831	241	
CARD SHARKS										69	142	145	A	4.6	21	343	1315	760	204	789	166	350	361	132	370	357	52	96	98	86	230	60	15	109	67
M-F 10.00A 30 NBC QG										84	83	B	4.2	22	313	1256	709	153	769	166	339	333	125	365	349	51	93	99	72	225	42	19	96	51	
CBS MID-DAY NEWS-EDWARDS										67	164	164	A	6.1	23	454	1286	839	145	900	297	477	420	112	350	204	44	74	94	31	92	60	60	122	60
1 TU-F 11.54A 6 CBS N											88	88	B	5.4	24	402	1243	799	129	880	289	470	405	125	343	181	54	74	62	27	94	53	45	129	39
2 M-F 11.54A 6																																			
CBS MORNING NEWS										70	177	179	A	2.5	20	186	1446	569	269	639	220	376	311	113	237	477	151	209	226	75	219	103	38	227	92
M-F 7.15A 45 CBS N											97	97	B	2.3	16	171	1287	579	234	646	211	369	346	119	236	435	94	200	206	69	199	53	LT	153	82
7.30 - 8.00												A	2.5	19	186	1500	613	253	672	242	404	327	108	237	479	162	221	220	71	215	117	42	232	81	
CONVERSATION-BETTY FORD(S)										193			A	4.7	17	350	1151	769	31	769	58	229	272	137	497	323	131	149	60	111	157	59	LT	LT	LT
1 FRI. 12.00N 60 NBC DO											97		A	4.0	15	298	1101	715	LT	715	53	218	255	104	460	296	118	118	61	151	151	90	LT	LT	LT
12.00 - 12.30												A	5.4	19	402	1172	802	53	802	57	234	279	159	523	336	140	169	57	80	159	34	LT	LT	LT	
12.30 - 1.00																																			
COTTON BOWL GAME(S)										192			A	12.5	23	931	1611	464	104	479	86	206	248	97	208	810	270	457	422	132	274	200	55	122	104
1 MON. 2.00P 233 CBS SE											99		A	15.9	30	1185	1847	575	119	598	120	288	331	107	230	877	325	506	432	120	275	210	43	162	112
2.00 - 2.30												A	14.2	26	1058	1656	523	110	535	96	253	291	93	204	799	250	457	437	118	264	207	37	115	89	
2.30 - 3.00												A	14.2	26	1058	1509	386	74	407	51	166	237	80	170	815	299	489	421	106	252	206	49	81	81	
3.00 - 3.30												A	15.4	28	1147	1465	403	98	431	63	164	236	95	195	785	254	456	426	119	262	173	43	76	76	
3.30 - 4.00												A	9.5	17	708	1490	434	95	434	52	133	166	112	251	763	255	471	422	129	244	222	54	71	59	
4.00 - 4.30												A	9.1	17	678	1538	423	87	423	111	146	163	76	208	786	280	442	408	140	261	223	96	106	90	
4.30 - 5.00												A	8.3	15	618	1583	446	107	454	92	182	192	128	237	825	265	407	360	223	354	135	45	169	156	
5.00 - 5.30												A	13.9	24	1036	1728	478	145	498	111	285	285	88	183	804	216	389	442	164	306	202	85	224	202	
5.30 - 6.00																																			
COTTON BOWL PARADE(S)										195			A	16.9	42	1259	1855	676	167	746	188	351	386	135	287	581	208	258	250	121	253	117	39	411	296
1 MON. 10.00A 90 CBS AC											97		A	12.0	36	894	1876	641	183	681	190	338	366	114	264	532	242	255	238	111	221	106	17	557	403
10.00 - 10.30												A	17.6	43	1311	1765	666	154	724	168	319	363	138	299	568	198	231	245	133	268	90	34	383	276	
10.30 - 11.00												A	21.1	46	1572	1916	702	170	801	201	385	416	143	291	615	197	282	260	115	253	146	58	354	252	

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																				
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)											
														TOTAL	18-34	WOMEN 18-49		25-54	55-64	55+	TOTAL	18-34	MEN 18-49		25-54	55-64	55+	TOTAL	FEM.	TOTAL	6-11						
WEEKDAY DAYTIME CONT'D																																					
DAYS OF OUR LIVES										69	200	209	A	7.8	24	581	1279	797	153	871	254	420	408	148	365	264	59^	113	108	54^	135	58^	38^	86^	39^		
1 MON. 2.00P										60	NBC	DD	96	99	B	6.6	24	492	1233	796	141	862	250	385	389	159	397	242	62	104	90	55	126	41	24	88	35
1 TU-F 1.30P										60																											
2 M-F 1.30P										60																											
1.30 - 2.00													A	7.3	24	544	1208	802	136	852	233	384	390	162	380	267	52^	105^	107^	50^	145	41^	26^	48^	LT		
2.00 - 2.30													A	8.1	25	603	1285	794	148	874	266	432	412	138	355	260	61^	117	108	52^	131	63^	43^	88^	42^		
2.30 - 3.00													A	8.2	16	611	1792	780	326^	1001	322^	575	473	149^	380^	279^	104^	143^	140^	75^	75^	134^	78^	378^	302^		
DOCTORS										68	200	201	A	7.0	23	522	1259	781	146	858	253	423	416	116^	359	260	54^	102^	97^	45^	148	77^	50^	64^	27^		
1 TU-F 2.30P										30	NBC	DD	97	97	B	6.0	22	447	1182	789	129	863	258	394	394	153	393	207	54	91	81	47	107	52	38	60	24
2 M-F 2.30P										30																											
EDGE OF NIGHT										62	163	161	A	5.9	17	440	1407	839	179	958	370	574	468	110^	318	178	82^	106^	59^	33^	64^	148	89^	123^	68^		
1 TU-F 4.00P										30	ABC	DD	88	88	B	5.8	18	432	1371	772	164	905	363	552	453	104	299	188	67	81	53	38	91	124	83	154	86
2 M-F 4.00P										30																											
FAMILY FEUD										69	184	190	A	8.7	30	648	1434	698	137	784	298	446	352	111	257	331	132	190	135	42^	115	126	71^	193	100		
M-F 11.30A										30	ABC	QP	96	99	B	7.6	33	566	1407	716	156	823	335	509	390	102	246	328	121	166	121	59	139	89	57	167	75
GENERAL HOSPITAL										64	191	189	A	9.7	29	723	1364	854	170	994	502	655	461	94	260	158	48^	84	75^	20^	65^	136	115	76^	42^		
1 TU-F 3.00P										60	ABC	DD	98	98	B	8.4	28	626	1281	808	155	937	453	606	448	110	266	141	43	64	57	26	64	104	88	99	57
2 M-F 3.00P										60																											
3.00 - 3.30													A	9.3	29	693	1361	849	171	987	505	659	462	99	257	167	50^	91	76^	22^	69^	131	109	76^	42^		
3.30 - 4.00													A	10.1	29	752	1352	859	165	995	498	649	455	91	261	149	44^	77^	73^	20^	62^	134	118	74^	39^		
GOOD MORNING, AMERICA-730																																					
M-F 7.30A										30	ABC	N	98	98	B	2.8	21	209	1359	703	230^	756	254^	393	444	126^	223^	383	133^	176^	223^	48^	163^	98^	38^	120^	30^
M-F 7.30A										30	ABC	N	98	98	B	2.9	19	216	1338	772	260	811	280	476	491	104	197	315	91	159	192	32	87	65	LT	147	78
GOOD MORNING, AMERICA-830																																					
M-F 8.30A										30	ABC	N	95	96	B	4.5	25	335	1299	705	141^	742	200	377	448	110^	248	398	104^	159^	170^	60^	195	91^	38^	68^	45^
M-F 8.30A										30	ABC	N	95	96	B	4.0	22	298	1267	747	155	792	249	439	434	115	264	350	109	160	160	43	146	51	21	74	34
GUIDING LIGHT										68	189	189	A	8.4	27	626	1308	865	109	902	195	464	430	161	370	192	61^	94^	66^	24^	87^	97^	62^	117	48^		
1 TU-F 2.30P										60	CBS	DD	99	99	B	7.8	28	581	1276	845	114	921	219	472	422	153	378	199	51	95	73	34	94	81	57	75	35
2 M-F 2.30P										60																											
2.30 - 3.00													A	8.2	27	611	1304	902	116	939	207	482	436	173	392	188	53^	90^	64^	19^	89^	71^	49^	106	41^		
3.00 - 3.30													A	8.5	27	633	1306	836	100	870	183	450	425	151	352	193	70^	100	72^	21^	78^	118	72^	125	56^		
HAPPY DAYS M-F										68	174	173	A	6.0	23	447	1391	495	106^	567	239	349	295	66^	136	302	188	231	126^	25^	48^	219	116^	303	141		
M-F 11.00A										30	ABC	CS	97	97	B	5.3	25	395	1432	573	148	658	322	479	346	66	136	271	140	191	133	22	55	193	114	310	138
HIGH ROLLERS										67	190	193	A	6.2	24	462	1199	743	168	777	138	300	314	156	405	320	62^	97^	65^	88^	209	44^	11^	58^	28^		
M-F 11.00A										30	NBC	QG	96	96	B	5.2	25	387	1220	733	135	812	148	309	299	158	429	330	55	106	92	83	208	39	18	39	18
HOLLYWOOD SQUARES										62	151	155	A	5.0	17	373	1351	741	110^	792	207	367	373	109^	349	439	117^	166	131^	108^	250	53^	29^	67^	21^		
1 TU-F 1.00P										30	NBC	QP	83	84	B	3.8	15	283	1254	746	117	790	169	319	316	130	411	341	75	124	99	75	199	42	18	81	40
2 M-F 1.00P										30																											
JEOPARDY										64	168		A	5.4	20	402	1308	797	176^	825	208^	382	331	139^	400	293^	58^	144^	140^	52^	119^	98^	20^	92^	77^		
1 M-F 10.30A										30	NBC	QG	89		B	4.4	22	328	1254	731	138	798	186	349	320	127	381	345	74	123	108	68	197	44	16	67	33
JEOPARDY										5	173		A	4.2	15	313	1454	691	128^	742	109^	253^	304^	93^	384	445	53^	115^	95^	78^	299^	108^	41^	159^	84^		
2 M-F 12.00N										30	NBC	QG	86		B	4.2	15	313	1454	691	128	742	109	253	304	93	384	445	53	115	95	78	299	108	41	159	84
LOVE OF LIFE										67	182	181	A	6.4	25	477	1331	864	155	921	329	520	442	113^	340	206	47^	83^	92^	30^	89^	51^	44^	153	67^		
1 TU-F 11.30A										24	CBS	DD	94	94	B	5.7	26	425	1266	826	129	900	330	518	426	120	330	178	57	83	64	23	83	56	45	132	40
2 M-F 11.30A										24																											

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
WK #		DAY		START TIME		DUR		NET		PROG. TYPE		WK 1 WK 2		KEY	AVG. AUD. SHARE % %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK- ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
																									WOMEN		MEN		TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
																									18- 34		18- 49		25- 54		55- 64		55+ 65+		TOTAL		18- 34		18- 49		25- 54		55- 64		55+ 65+		TOTAL		18- 34		18- 49		25- 54		55- 64		55+ 65+		TOTAL		18- 34		18- 49		25- 54		55- 64		55+ 65+		TOTAL		18- 34		18- 49		25- 54		55- 64		55+ 65+		TOTAL		18- 34		18- 49		25- 54		55- 64		55+ 65+		TOTAL		18- 34		18- 49		25- 54		55- 64		55+ 65+		TOTAL		18- 34		18- 49		25- 54		55- 64		55+ 65+		TOTAL		18- 34		18- 49		25- 54		55- 64		55+ 65+		TOTAL		18- 34		18- 49		25- 54		55- 64		55+ 65+		TOTAL		18- 34		18- 49		25- 54		55- 64		55+ 65+		TOTAL		18- 34		18- 49		25- 54		55- 64		55+ 65+		TOTAL		18- 34		18- 49		25- 54		55- 64		55+ 65+		TOTAL		18- 34		18- 49		25- 54		55- 64		55+ 65+		TOTAL		18- 34		18- 49		25- 54		55- 64		55+ 65+		TOTAL		18- 34		18- 49		25- 54		55- 64		55+ 65+		TOTAL		18- 34		18- 49		25- 54		55- 64		55+ 65+		TOTAL		18- 34		18- 49		25- 54		55- 64		55+ 65+		TOTAL		18- 34		18- 49		25- 54		55- 64		55+ 65+		TOTAL		18- 34		18- 49		25- 54		55- 64		55+ 65+		TOTAL		18- 34		18- 49		25- 54		55- 64		55+ 65+		TOTAL		18- 34		18- 49		25- 54		55- 64		55+ 65+		TOTAL		18- 34		18- 49		25- 54		55- 64		55+ 65+		TOTAL		18- 34		18- 49		25- 54		55- 64		55+ 65+		TOTAL		18- 34		18- 49		25- 54		55- 64		55+ 65+		TOTAL		18- 34		18- 49		25- 54		55- 64		55+ 65+		TOTAL		18- 34		18- 49		25- 54		55- 64		55+ 65+		TOTAL		18- 34		18- 49		25- 54		55- 64		55+ 65+		TOTAL		18- 34		18- 49		25- 54		55- 64		55+ 65+		TOTAL		18- 34		18- 49		25- 54		55- 64		55+ 65+		TOTAL		18- 34		18- 49		25- 54		55- 64		55+ 65+		TOTAL		18- 34		18- 49		25- 54		55- 64		55+ 65+		TOTAL		18- 34		18- 49		25- 54		55- 64		55+ 65+		TOTAL		18- 34		18- 49		25- 54		55- 64		55+ 65+		TOTAL		18- 34		18- 49		25- 54		55- 64		55+ 65+		TOTAL		18- 34		18- 49		25- 54		55- 64		55+ 65+		TOTAL		18- 34		18- 49		25- 54		55- 64		55+ 65+		TOTAL		18- 34		18- 49		25- 54		55- 64		55+ 65+		TOTAL		18- 34		18- 49		25- 54		55- 64		55+ 65+		TOTAL		18- 34		18- 49		25- 54		55- 64		55+ 65+		TOTAL		18- 34		18- 49		25- 54		55- 64		55+ 65+		TOTAL		18- 34		18- 49		25- 54		55- 64		55+ 65+		TOTAL		18- 34		18- 49		25- 54		55- 64		55+ 65+		TOTAL		18- 34		18- 49		25- 54		55- 64		55+ 65+		TOTAL		18- 34		18- 49		25- 54		55- 64		55+ 65+		TOTAL		18- 34		18- 49		25- 54		55- 64		55+ 65+		TOTAL		18- 34		18- 49		25- 54		55- 64		55+ 65+		TOTAL		18- 34		18- 49		25- 54		55- 64		55+ 65+		TOTAL		18- 34		18- 49		25- 54		55- 64		55+ 65+		TOTAL		18- 34		18- 49		25- 54		55- 64		55+ 65+		TOTAL		18- 34		18- 49		25- 54		55- 64		55+ 65+		TOTAL		18- 34		18- 49		25- 54		55- 64		55+ 65+		TOTAL		18- 34		18- 49		25- 54		55- 64		55+ 65+		TOTAL		18- 34		18- 49		25- 54		55- 64		55+ 65+		TOTAL		18- 34		18- 49		25- 54		55- 64		55+ 65+		TOTAL		18- 34		18- 49		25- 54		55- 64		55+ 65+		TOTAL		18- 34		18- 49		25- 54		55- 64		55+ 65+		TOTAL		18- 34		18- 49		25- 54		55- 64		55+ 65+		TOTAL		18- 34		18- 49		25- 54		55- 64		55+ 65+		TOTAL		18- 34		18- 49		25- 54		55- 64		55+ 65+		TOTAL		18- 34		18- 49		25- 54		55- 64		55+ 65+		TOTAL		18- 34		18- 49		25- 54		55- 64		55+ 65+		TOTAL		18- 	

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1979 REPORT

PROGRAM NAME		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK # DAY		START TIME DUR		NET TYPE		WK 1 WK 2		KEY		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK- OF HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES									
																		WOMEN					MEN				
																		TOTAL					TOTAL				
																		18-34					18-49				
																		25-54					55-64				
																		55+					55+				
																		TOTAL					TOTAL				
																		18-34					18-49				
																		25-54					55-64				
																		55+					55+				
																		TOTAL					TOTAL				
																		18-34					18-49				
																		25-54					55-64				
																		55+					55+				
																		TOTAL					TOTAL				
																		18-34					18-49				
																		25-54					55-64				
																		55+					55+				
																		TOTAL					TOTAL				
																		18-34					18-49				
																		25-54					55-64				
																		55+					55+				
																		TOTAL					TOTAL				
																		18-34					18-49				
																		25-54					55-64				
																		55+					55+				
																		TOTAL					TOTAL				
																		18-34					18-49				
																		25-54					55-64				
																		55+					55+				
																		TOTAL					TOTAL				
																		18-34					18-49				
																		25-54					55-64				
																		55+					55+				
																		TOTAL					TOTAL				
																		18-34					18-49				
																		25-54					55-64				
																		55+					55+				
																		TOTAL					TOTAL				

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1979 REPORT

PROGRAM NAME		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
								VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															
								AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	18-34	18-49	25-54	55-64	55+	18-34	18-49	25-54	55-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	K E Y														
WEEKEND DAYTIME CONT'D																							
GODZILLA SUPER 90 III				10	203	202	A	5.8	22	432	2190	255	111	340	200	276	204	LT	22	300	118	240	188
SAT.	10.00A	30	NBC	CA	99	99	B	6.5	25	484	1777	230	100	290	187	235	183	LT	29	192	103	148	119
IN THE NEWS-	8.26AM			16	184	190	A	4.2	33	313	1572	240	118	265	216	216	99	LT	36	358	306	306	185
SAT.	8.26A	3	CBS	N	94	96	B	5.2	36	387	1648	262	91	280	150	212	166	43	58	247	130	166	148
IN THE NEWS-	8.56AM			16	183	191	A	5.7	31	425	1631	260	121	302	240	240	111	22	53	285	205	217	150
SAT.	8.56A	3	CBS	N	95	96	B	6.4	33	477	1612	260	84	284	161	224	166	29	49	251	129	177	149
IN THE NEWS-	9.26AM			16	194	195	A	8.9	38	663	1713	311	155	320	241	241	39	43	79	341	215	317	185
SAT.	9.26A	3	CBS	N	99	99	B	8.7	37	648	1700	297	106	335	197	260	152	28	59	279	169	223	145
IN THE NEWS-	9.59AM			16	194	196	A	10.9	41	812	1693	316	164	342	189	262	129	11	71	300	188	259	166
SAT.	9.59A	3	CBS	N	99	99	B	10.2	39	760	1719	314	119	361	210	289	184	21	55	280	168	221	153
IN THE NEWS-10.26AM				16	194	194	A	10.5	38	782	1807	373	178	392	227	309	150	9	69	386	264	320	145
SAT.	10.26A	3	CBS	N	99	98	B	9.9	37	738	1665	306	127	357	205	282	177	21	55	298	176	230	147
IN THE NEWS-11.33AM				16	194	191	A	9.3	31	693	1898	456	173	477	173	266	226	15	142	370	184	218	148
SAT.	11.33A	3	CBS	N	99	98	B	8.8	33	656	1677	332	138	397	224	300	211	26	64	270	144	193	124
IN THE NEWS-11.56AM				16	194	191	A	9.5	31	708	1857	442	165	470	189	253	197	9	141	341	152	191	156
SAT.	11.56A	3	CBS	N	99	98	B	8.3	31	618	1679	334	135	398	218	296	205	22	69	267	141	191	126
IN THE NEWS-12.26PM				16	177	182	A	6.6	21	492	1447	334	115	378	128	181	166	25	145	268	80	130	112
SAT.	12.26P	3	CBS	N	94	96	B	6.5	24	484	1535	324	118	380	201	262	173	25	89	250	115	161	127
IN THE NEWS-12.56PM				15	183	187	A	8.5	26	633	1439	258	152	302	118	162	174	30	58	172	69	120	92
SAT.	12.56P	3	CBS	N	95	98	B	7.3	26	544	1535	330	136	373	187	256	181	29	77	246	126	193	135
IN THE NEWS-1.26PM				13	150	141	A	5.6	16	417	1731	411	243	452	154	198	168	137	187	461	275	338	144
SAT.	1.26P	3	CBS	N	81	79	B	5.2	17	387	1563	365	144	409	195	254	179	50	111	316	171	244	156
IN THE NEWS-9.26AM-SUN.				15	67	62	A	1.4	9	104	1558	364	163	374	279	374	143	LT	LT	77	LT	LT	77
SUN.	9.26A	3	CBS	N	59	53	B	1.8	11	134	1689	252	37	269	186	232	148	LT	LT	216	96	149	119
IN THE NEWS-9.56AM-SUN.				15	55	55	A	1.9	9	142	1303	98	LT	98	36	98	98	LT	LT	275	57	211	275
SUN.	9.56A	3	CBS	N	52	48	B	2.2	12	164	1699	227	49	235	153	216	117	LT	LT	284	161	234	167
INT'L CHAMPIONSHIP BOXING				1	177		A	14.1	31	1050	1959	537	159	592	253	402	296	65	149	872	302	529	519
2 SUN.	3.15P	77	ABC	SE	91		B	14.1	31	1050	1959	537	159	592	253	402	296	65	149	872	302	529	519
3.30 - 4.00							A	13.1	29	976	1899	517	164	591	257	397	291	66	150	823	236	468	477
4.00 - 4.30							A	15.9	34	1185	2052	575	154	614	252	414	301	70	161	940	378	595	571
ISSUES AND ANSWERS				13	169	163	A	3.4	12	253	1506	631	154	686	204	268	257	98	327	450	146	146	138
SUN.	12.00N	30	ABC	CC	98	95	B	2.7	10	201	1417	549	155	661	233	316	243	107	297	498	190	288	234
KIDS ARE PEOPLE TOO II				16	125	121	A	3.8	15	283	1576	279	106	279	176	209	127	18	70	285	109	128	123
SUN.	10.30A	30	ABC	CL	78	80	B	3.4	15	253	1784	400	114	435	228	317	261	23	89	287	137	212	165
KIDS ARE PEOPLE TOO III				16	125	123	A	4.4	15	328	1750	394	248	418	262	360	180	26	58	284	74	139	168
SUN.	11.00A	30	ABC	CL	78	80	B	3.7	16	276	1924	449	152	523	331	410	279	30	88	335	158	262	196
MASTERS TENNIS TOURN.-SAT(S)				114			A	4.2	11	313	1550	610	258	671	307	437	355	99	156	659	154	368	364
2 SAT.	3.00P	90	CBS	SE	69		A	3.4	9	253	1719	660	146	691	270	360	359	91	213	612	125	289	293
3.00 - 3.30																				185	268		
CONT'D																				238	74		

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES														
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	WK 13	WK 14	WK 15	WK 16	WK 17	WK 18	WK 19	WK 20	WK 21	WK 22	WK 23	WK 24

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1979 REPORT

PROGRAM AUDIENCE ESTIMATES (Alphabetic)													AUDIENCE COMPOSITION												
PROGRAM NAME WK # DAY START TIME DUR NET TYPE WEEKEND DAYTIME CONT'D NFL '78-NBC(S) 1 SUN. 12.30P 30 NBC SC NFL CHAMPIONSHIP GAME-NBC(S) 1 SUN. 1.00P 195 NBC SE 1.00 - 1.30 1.30 - 2.00 2.00 - 2.30 2.30 - 3.00 3.00 - 3.30 3.30 - 4.00 NFL CHAMPIONSHIP POST-NBC(S) 1 SUN. 4.15P 15 NBC SC PRO BOWLERS TOUR 1 SAT. 2.30P 90 ABC SE 2 SAT. 3.30P 90 2.30 - 3.00 3.00 - 3.30 3.30 - 4.00 4.00 - 4.30 4.30 - 5.00 SCHOOLHOUSE ROCK-8.26AM SAT. 8.26A 4 ABC CA SCHOOLHOUSE ROCK-9.26AM SAT. 9.26A 4 ABC CA SCHOOLHOUSE ROCK-10.56AM SAT. 10.56A 3 ABC CA SCHOOLHOUSE ROCK-11.26AM SAT. 11.26A 3 ABC CA SCHOOLHOUSE ROCK-11.56AM SAT. 11.56A 3 ABC CA SCHOOLHOUSE ROCK-11.55AM SUN. 11.55A 4 ABC CA SCOOBY'S ALL STARS I SAT. 8.00A 30 ABC CA SCOOBY'S ALL STARS II SAT. 8.30A 30 ABC CA SCOOBY'S ALL STARS III SAT. 9.00A 30 ABC CA SPACE ACADEMY SAT. 12.00N 30 CBS CL SPORTS-SPEC. EDITION(S) 1 SAT. 2.30P 231 CBS SA 2.30 - 3.00 CONT'D													VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES												
													HOUSEHOLD AUDIENCES					WOMEN					TEENS (12-17)		
K E Y					TOTAL LADY WORK- PERSONS OF ING (2+) HOUSE WOM.					TOTAL					TOTAL FEM.					TOTAL					
NO. OF STATIONS & PROGRAM COVERAGE					AVG. AUD. SHARE %					18-34 18-49 25-54 55-64 55+					18-34 18-49 25-54 55-64 55+					6-11					
WK 1 WK 2					A 10.5 33 782					486 158^ 244^190^ 128^223^					988 466 651 549 181^251^					177^ 31^ 129^ 76^					
184 95					A 32.6 63 2429					1700 437 174					964 378 617 539 167 277					148 28^ 112 103					
220 99					A 25.6 60 1907					1805 451 183					1009 392 673 555 180 272					149 26^ 144 126^					
99					A 32.0 64 2384					1690 393 148					990 366 640 574 174 274					160 31^ 111 99^					
					A 34.2 65 2548					1684 411 172					964 373 624 546 155 269					173 34^ 101 94^					
					A 34.5 64 2570					1721 433 175					973 408 639 542 150 269					162 30^ 106 99					
					A 34.0 63 2533					1700 449 179					951 380 604 527 166 282					141 26^ 120 112					
					A 35.0 63 2608					1639 446 180					931 354 572 515 174 289					127 23^ 104 98					
					A 25.5 47 1900					1646 530 226					866 338 524 478 196 278					104^ 17^ 113^ 97^					
214 99					A 8.7 22 648					1849 685 149^					727 183^ 392 337 159^283					203 74^ 184^ 116^					
2 176 176					B 8.7 22 648					1849 685 149					727 183 392 337 159 283					203 74 184 116					
92 94					A 6.6 18 492					1945 757 98^					753 210^ 360^240^ 229^352^					216^127^ 219^ 95^					
					A 8.6 23 641					1939 768 105^					779 178^ 391 298^ 206^361^					218^119^ 174^ 83^					
					A 8.5 22 633					1780 654 137^					703 183^ 382 317 155^280					211 70^ 163^ 115^					
					A 9.7 23 723					1804 620 206^					690 173^ 405 391 105^209^					206^ 47^ 184^ 151^					
					A 10.2 24 760					1854 673 183^					721 176^ 406 406 131^246^					173^ 38^ 211^ 131^					
10 187 188					A 3.4 30 253					1632 210^ 52^					229^115^ 115^ 59^ LT 95^					147^ 56^ 88^ 86^ 28^ 28^					
					B 4.1 26 305					1632 186 36					221 94 153 127 LT 42					199 88 163 144 LT 29					
					A 6.5 27 484					1684 150^ 44^					229^131^ 145^ 82^ LT 44^					133^ 62^ 101^ 93^ LT 17^					
					B 6.1 23 454					1702 221 64					275 129 189 121 LT 52					188 108 155 123 14 26					
					A 7.3 26 544					1772 171^ 52^					246 113^ 143^131^ 10^ 28^					161^ 62^ 88^ 73^ 28^ 41^					
					B 6.7 25 499					1696 180 32					225 122 152 113 LT 39					173 107 126 87 10 30					
					A 7.8 29 581					1585 193^ 50^					300 154^ 236 157^ 13^ 29^					136^ 41^ 52^ 72^ 26^ 40^					
					B 6.3 25 469					1674 239 57					298 144 208 161 18 50					199 129 162 107 12 24					
					A 7.9 26 589					1691 241 135^					335 202^ 266 145^ 19^ 44^					179^ 66^ 100^ 57^ 39^ 66^					
					B 5.9 25 440					1664 309 107					354 211 284 198 15 37					240 147 190 123 25 39					
					A 3.7 12 276					1428 485 228^					485 243^ 438^352^ 18^ 25^					312^120^ 195^196^ 77^ 91^					
					B 3.1 13 231					1690 487 151					554 302 432 350 30 91					410 189 306 263 48 86					
					A 3.0 29 224					1670 171^ 45^					197^ 99^ 99^ 45^ LT 90^					144^ 54^ 89^ 94^ 28^ 28^					
					B 3.7 25 276					1664 162 32					200 88 135 116 LT 44					188 77 142 123 LT 43					
					A 4.7 27 350					1714 123^ 32^					168^113^ 113^ 47^ LT 43^					180^102^ 155^120^ 13^ 13^					
					B 5.1 25 380					1762 243 39					280 118 194 142 LT 65					246 149 209 144 LT 28					
					A 6.6 29 492					1754 168^ 61^					233^126^ 160^ 96^ LT 44^					144^ 67^ 114^101^ LT 16^					
					B 6.4 25 477					1753 234 63					287 133 201 131 LT 56					193 108 156 124 13 29					
					A 7.2 23 536					1521 340 144^					379 157^ 198^156^ 19^125^					250 73^ 110^102^ 12^111^					
					B 7.0 26 522					1580 328 134					379 209 269 183 19 79					251 122 167 133 27 63					
					A 7.7 20 574					1645 489 193^					519 170^ 333^298^ 56^127^					768 225^ 382^346^ 157^312^					
					A 7.7 23 574					1726 675 289^					675 205^ 444 428 31^107^					611 162^ 316^309^ 130^240^					
																				278^ 73^ 162^ 103^					

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. JAN. 1, 1979

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					19,740 26.5					18,630 25.0							
AVERAGE AUDIENCE (Households (000) & %)					15,570 20.9					13,040 17.5							
SHARE OF AUDIENCE %					29					26							
AVG. AUD. BY 1/4 HR. %					20.3					17.2							
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					19,890 26.7					21,830 29.3			20,340 27.3		19,740 26.5		
AVERAGE AUDIENCE (Households (000) & %)					15,120 20.3					20,410 27.4			18,770 25.2		16,390 22.0		
SHARE OF AUDIENCE %					29					38			36		34		
AVG. AUD. BY 1/4 HR. %					16.8					26.6			24.9		21.7		
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					30,170 40.5												
AVERAGE AUDIENCE (Households (000) & %)					16,990 22.8												
SHARE OF AUDIENCE %					35												
AVG. AUD. BY 1/4 HR. %					23.4												
1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					14,380 19.3					20,340 27.3							
AVERAGE AUDIENCE (Households (000) & %)					10,500 14.1					13,190 17.7							
SHARE OF AUDIENCE %					20					26							
AVG. AUD. BY 1/4 HR. %					13.3					18.4							
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					21,310 28.6					22,130 29.7			20,930 28.1				
AVERAGE AUDIENCE (Households (000) & %)					18,920 25.4					20,640 27.7			17,280 23.2				
SHARE OF AUDIENCE %					36					37			36				
AVG. AUD. BY 1/4 HR. %					24.8					26.4			23.9				
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					23,100 31.0					20,860 28.0							
AVERAGE AUDIENCE (Households (000) & %)					19,000 25.5					13,190 17.7							
SHARE OF AUDIENCE %					36					26							
AVG. AUD. BY 1/4 HR. %					23.4					18.9							
2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					14,380 19.3					20,340 27.3							
AVERAGE AUDIENCE (Households (000) & %)					10,500 14.1					13,190 17.7							
SHARE OF AUDIENCE %					20					26							
AVG. AUD. BY 1/4 HR. %					13.3					18.4							
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					21,310 28.6					22,130 29.7			20,930 28.1				
AVERAGE AUDIENCE (Households (000) & %)					18,920 25.4					20,640 27.7			17,280 23.2				
SHARE OF AUDIENCE %					36					37			36				
AVG. AUD. BY 1/4 HR. %					24.8					26.4			23.9				
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					23,100 31.0					20,860 28.0							
AVERAGE AUDIENCE (Households (000) & %)					19,000 25.5					13,190 17.7							
SHARE OF AUDIENCE %					36					26							
AVG. AUD. BY 1/4 HR. %					23.4					18.9							
TV HOUSEHOLDS USING TV																	
WK 1	67.7	69.4	68.9	69.9	70.2	70.4	71.4	71.5	71.3	71.5	70.5	69.3	66.5	65.3	63.8	62.3	
WK 2	64.7	65.9	65.6	67.2	68.8	71.1	71.2	71.5	70.4	70.8	70.0	69.2	66.7	65.2	63.2	59.7	

U. S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

EVE. MON. JAN. 8, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. TUE. JAN. 2, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	ABC TV																	
	TOTAL AUDIENCE (Households (000) & %)					23,840 32.0		23,990 32.2		24,510 32.9		20,860 28.0		17,580 23.6				
	AVERAGE AUDIENCE (Households (000) & %)					21,380 28.7		22,350 30.0		22,870 30.7		19,150 25.7		14,970 20.1		20.4*		19.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					41 26.8		42 29.8		42 30.3		36 26.1		31 20.9		31* 19.9		31* 19.6
E E K 2	CBS TV																	
	TOTAL AUDIENCE (Households (000) & %)					29,580 39.7												
	AVERAGE AUDIENCE (Households (000) & %)					21,310 28.6		23.3*		26.3*		28.2*		30.4*		32.2*		31.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					42 23.3		34* 23.3		37* 26.5		39* 27.7		43* 30.6		49* 32.4		50* 30.4
1	NBC TV																	
	TOTAL AUDIENCE (Households (000) & %)					13,630 18.3												
	AVERAGE AUDIENCE (Households (000) & %)					7,000 9.4		11.3*		10.5*		9.5*		8.9*		8.4*		8.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					14 11.8		16* 10.8		15* 10.2		13* 9.7		13* 9.3		13* 8.5		13* 7.9

W E E K 2	TOTAL AUDIENCE (Households (000) & %)				25,700 34.5		26,520 35.6		26,000 34.9		20,260 27.2		16,840 22.6				
	ABC TV				Happy Days (R)		Laverne and Shirley (R)		Three's Company (R)		Taxi (R)		(OP) ← Starksy & Hutch (R) →				
	AVERAGE AUDIENCE (Households (000) & %)				23,540 31.6		25,030 33.6		23,840 32.0		18,480 24.8		13,560 18.2		18.3* 30 *		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				47 30.3		49 33.0		47 31.9		38 25.4		30 19.3		30* 18.2		
				33.0		34.1		32.1		24.1		17.9		17.2			
		TOTAL AUDIENCE (Households (000) & %)				12,070 16.2				23,170 31.1							
		CBS TV				Paper Chase		(OP)				CBS Tuesday Night Movies					
		AVERAGE AUDIENCE (Households (000) & %)				9,160 12.3		12.1*		12.5*		16,540 22.2		22.2*		23.4*	
		SHARE OF AUDIENCE %				18		18 *		18 *		35		34 *		38 *	
		AVG. AUD. BY ¼ HR. %				12.6		11.5		12.3		20.8		22.3		23.3	
						12.6		12.7		20.1		22.1		23.4		22.9	
		TOTAL AUDIENCE (Households (000) & %)				13,190 17.7				13,780 18.5							
		NBC TV				Grandpa Goes to Washington		(OP)				Big Event					
		AVERAGE AUDIENCE (Households (000) & %)				9,980 13.4		13.1*		13.7*		8,940 12.0		11.7*		12.8*	
		SHARE OF AUDIENCE %				20		20 *		20 *		19		18 *		21 *	
		AVG. AUD. BY ¼ HR. %				13.2		12.9		13.7		10.5		11.7		12.9	
						13.2		13.7		10.5		10.3		11.8		13.4	
						13.2		13.7		10.5		10.3		11.8		13.4	
		TV HOUSEHOLDS USING TV WK 1		64.0		65.5		66.3		67.3		68.6		70.3		70.9	
		(See Def. 1)		63.3		64.6		63.9		65.2		66.6		67.3		67.5	
				63.3		64.6		63.9		65.2		66.6		67.3		67.5	
				63.3		64.6		63.9		65.2		66.6		67.3		67.5	
				63.3		64.6		63.9		65.2		66.6		67.3		67.5	
				63.3		64.6		63.9		65.2		66.6		67.3		67.5	
				63.3		64.6		63.9		65.2		66.6		67.3		67.5	
				63.3		64.6		63.9		65.2		66.6		67.3		67.5	
				63.3		64.6		63.9		65.2		66.6		67.3		67.5	
				63.3		64.6		63.9		65.2		66.6		67.3		67.5	
				63.3		64.6		63.9		65.2		66.6		67.3		67.5	
				63.3		64.6		63.9		65.2		66.6		67.3		67.5	
				63.3		64.6		63.9		65.2		66.6		67.3		67.5	
				63.3		64.6		63.9		65.2		66.6		67.3		67.5	
				63.3		64.6		63.9		65.2		66.6		67.3		67.5	
				63.3		64.6		63.9		65.2		66.6		67.3		67.5	
				63.3		64.6		63.9		65.2		66.6		67.3		67.5	
				63.3		64.6		63.9		65.2		66.6		67.3		67.5	
				63.3		64.6		63.9		65.2		66.6		67.3		67.5	
				63.3		64.6		63.9		65.2		66.6		67.3		67.5	
				63.3		64.6		63.9		65.2		66.6		67.3		67.5	
				63.3		64.6		63.9		65.2		66.6		67.3		67.5	
				63.3		64.6		63.9		65.2		66.6		67.3		67.5	
				63.3		64.6		63.9		65.2		66.6		67.3		67.5	
				63.3		64.6		63.9		65.2		66.6		67.3		67.5	
				63.3		64.6		63.9		65.2		66.6		67.3		67.5	
				63.3		64.6		63.9		65.2		66.6		67.3		67.5	
				63.3		64.6		63.9		65.2		66.6		67.3		67.5	
				63.3		64.6		63.9		65.2		66.6		67.3		67.5	
				63.3		64.6		63.9		65.2		66.6		67.3		67.5	
				63.3		64.6		63.9		65.2		66.6		67.3		67.5	
				63.3		64.6		63.9		65.2		66.6		67.3		67.5	
				63.3		64.6		63.9		65.2		66.6		67.3		67.5	
				63.													

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section, Page A-36

EVE. TUE. JAN. 9, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. WED. JAN. 3, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
W E K 1	TOTAL AUDIENCE (Households (000) & %)					20,930 28.1				19,220 25.8				16,460 22.1					
	ABC TV							Eight Is Enough				Charlie's Angels (R)	(OP)			Vega\$ (R)			
	AVERAGE AUDIENCE (Households (000) & %)					16,170				15,500				13,260					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					21.7 33 20.4	20.7* 32 * 21.0		22.7* 34 * 22.8	20.8 31 20.3	20.4* 30 * 20.5	21.1	21.1	21.1* 31 * 18.0	17.8 29 18.0	18.1* 28 * 18.2	18.0	17.5* 29 * 17.0	
CBS TV	TOTAL AUDIENCE (Households (000) & %)					16,460 22.1		14,600 19.6		21,900 29.4									
	The Jeffersons							Good Times (R)	(OP)					CBS Wednesday Night Movie "SOME KIND OF MIRACLE" (9:00-11:00PM)					
	AVERAGE AUDIENCE (Households (000) & %)					14,450		13,410		16,090									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					19.4 30 18.7	18.0 27 20.1	17.4 27 17.4	18.7	21.6 33 20.6	21.0* 31 * 21.4	21.4	21.0	21.2* 31 * 21.0	22.2* 35 * 22.0	22.4 35 * 22.4	22.3	22.1* 37 * 21.9	
NBC TV	TOTAL AUDIENCE (Households (000) & %)					15,650 21.0				18,920 25.4									
	Tony Orlando Special (8:00-9:00PM)								(OP)					Wednesday Movie of the Week "PLEASURE COVE" (9:00-11:00PM)					
	AVERAGE AUDIENCE (Households (000) & %)					11,990				12,220									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					16.1 25 16.0	15.9* 24 * 15.8		16.3* 25 * 16.4	16.4 25 17.2	17.4* 26 * 17.5	17.3	17.0	17.1* 25 * 17.0	16.3* 26 * 16.8	15.7	14.9	14.9* 25 * 15.0	
W E K 2	TOTAL AUDIENCE (Households (000) & %)					21,610 29.0				21,380 28.7				15,500 20.8					
	ABC TV							Eight Is Enough				Charlie's Angels	(OP)			Vega\$			
	AVERAGE AUDIENCE (Households (000) & %)					16,320 21.9 32 19.6	20.1* 30 * 20.5		23.7* 34 * 24.1	17,060 22.9 33 21.5	22.0* 31 * 22.6	24.1	23.8* 34 * 23.5	13,930 18.7 29 18.8	18.8* 28 * 18.8	18.9	18.5* 30 * 18.2		
	CBS TV							The Jeffersons	Monte Carlo Circus Festival (8:30-9:30PM)	(OP)				Entertainer of the Year Awards (9:30-11:00PM)					
NBC TV	AVERAGE AUDIENCE (Households (000) & %)					14,380 19.3 29 18.3		14,600 19.6 28 18.6		14,900 20.0 30 20.9			20.8* 30 * 20.7	20.6	20.4* 31 * 20.2	19.2	18.6* 30 * 18.1		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					20.6* 31 * 20.5		21.7* 31 * 21.8		23.3* 33 * 23.1	21.9 33 21.6	21.7* 31 * 21.8	23.0* 34 * 22.9	23.0* 34 * 22.9	21.4	20.8	21.1* 34 * 20.8		
	TV HOUSEHOLDS USING TV WK 1																		
	(See Def. 1) WK 2																		

U.S. TV Households: 74,500,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

EVE. WED. JAN. 10, 1979

		WEEK-DAY TV AUDIENCE ESTIMATES																	EVE. THU. JAN. 4, 1977	
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00		
W E E K 1	ABC TV						26,220 35.2		22,420 30.1		19,520 26.2		17,430 23.4		15,940 21.4					
	TOTAL AUDIENCE (Households (000) & %)																			
	AVERAGE AUDIENCE (Households (000) & %)						Mork & Mindy (R)		What's Happening (R)		Barney Miller		Soap	(OP)		Family				
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						23,990 32.2 48 31.5		20,490 27.5 40 27.4		17,950 24.1 35 24.4		16,610 22.3 33 22.3		13,410 18.0 30 18.8		18.2* 30 * 17.6		17.7* 30 * 17.6	
	CBS TV						16,540 22.2				19,300 25.9				21,380 28.7					
	TOTAL AUDIENCE (Households (000) & %)						The Waltons				(OP)	Hawaii Five-0				Barnaby Jones				
	AVERAGE AUDIENCE (Households (000) & %)						13,930 18.7		17.5*		19.9*	16,240 21.8		20.9*		22.8*	18,630 25.0		25.1*	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						27 17.0		26 * 17.9		29 * 20.1	32 20.4		31 * 21.4		33 * 22.8	42 22.7	41 * 25.0		42 * 24.9*
	NBC TV						11,320 15.2				15,270 20.5				10,280 13.8					
	TOTAL AUDIENCE (Households (000) & %)						Project U.F.O.				(OP)	Quincy, M.E.				David Cassidy - Man Undercover				
	AVERAGE AUDIENCE (Households (000) & %)						8,790 11.8		10.8*		12.8*	12,810 17.2		16.8*		17.5*	8,120 10.9		11.1*	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						17 10.8		16 * 10.8		18 * 12.4	25 13.2		25 * 16.3		26 * 17.9	18 17.2	18 * 17.9		18 * 10.7

WEEK 1	TOTAL AUDIENCE (Households (000) & %)	27,640 37.1					22,800 30.6					20,490 27.5					17,730 23.8					17,060 22.9								
	ABC TV						Mork & Mindy					What's Happening					Barney Miller					Soap (OP) Family								
	AVERAGE AUDIENCE (Households (000) & %)	25,180 33.8					21,980 29.5					18,700 25.1					16,690 22.4					14,010 18.8								
	SHARE OF AUDIENCE %	51					44					38					35					31								
	AVG. AUD. BY 1/4 HR. %	32.4					35.2					29.7					29.3					25.6					22.1			
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	18,100 24.3										25,330 34.0																		
	CBS TV						The Waltons					(OP)					Barnaby Jones													
	AVERAGE AUDIENCE (Households (000) & %)	14,830 19.9					18.4*					21.4*					17,210 23.1					19.5*								
	SHARE OF AUDIENCE %	30					28 *					32 *					37					30 *								
	AVG. AUD. BY 1/4 HR. %	17.7					19.1					21.4					21.3					19.6					19.4			
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	10,880 14.6										14,600 19.6										11,030 14.8								
	NBC TV						Mark Twain's America "THOMAS EDISON" (8:00-9:00PM)					(OP)					Quincy, M.E.					NBC Reports "CHINA: A CLASS BY ITSELF" (10:00-11:00PM)								
	AVERAGE AUDIENCE (Households (000) & %)	7,300 9.8					9.1*					10.4*					12,070 16.2					15.5*								
	SHARE OF AUDIENCE %	15					14 *					16 *					25					24 *								
	AVG. AUD. BY 1/4 HR. %	9.7					8.5					10.4					10.5					14.9					16.0			
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	61.5	62.7	63.3	64.5	66.6	68.8	68.8	69.6	67.9	68.8	68.8	68.1	61.8	60.3	59.5	57.8												
		WK 2	62.6	63.2	62.4	63.3	65.3	66.9	66.1	66.6	65.9	65.7	64.7	64.9	62.0	60.8	59.0	56.9												

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. JAN. 5, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					17,810 23.9				21,750 29.2								
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					13,040				16,170								
	SHARE OF AUDIENCE %					17.5				21.7								
	AVG. AUD. BY 1/4 HR. %					27				34								
						15.2				19.6								
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					19,370 26.0				21,980 29.5								
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					14,010				12,520								
	SHARE OF AUDIENCE %					18.8				16.8								
	AVG. AUD. BY 1/4 HR. %					29				27								
						18.6				19.7								
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					18,180 24.4		14,230 19.1		18,480 24.8				17,060 22.9				
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					16,240		12,810		15,350				14,160				
	SHARE OF AUDIENCE %					21.8		17.2		20.6				19.0				
	AVG. AUD. BY 1/4 HR. %					34		26		32				31				
						21.2		17.2		18.8				18.6				
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					16,690 22.4				24,590 33.0								
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					12,370				16,990								
	SHARE OF AUDIENCE %					16.6				22.8								
	AVG. AUD. BY 1/4 HR. %					26				35								
						14.7				21.9								
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					17,280 23.2				20,120 27.0								
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					12,890				14,160								
	SHARE OF AUDIENCE %					17.3				19.0								
	AVG. AUD. BY 1/4 HR. %					27				29								
						15.8				18.6								
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					20,040 26.9		13,340 17.9		17,950 24.1				17,060 22.9				
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					17,810		12,440		14,970				14,300				
	SHARE OF AUDIENCE %					23.9		16.7		20.1				19.2				
	AVG. AUD. BY 1/4 HR. %					38		26		31				30				
						23.3		16.7		19.2				18.6				
TV HOUSEHOLDS USING TV		WK 1	59.5	60.9	61.5	61.9	63.7	64.3	64.7	65.8	64.5	64.9	64.0	64.0	63.0	62.7	62.4	59.0
(See Def. 1)		WK 2	58.5	59.7	60.7	61.5	63.7	64.3	64.2	64.5	65.1	65.8	66.4	66.4	65.0	64.1	63.6	62.3

U. S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page 8.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SAT. JAN 6, 1979

NATIONAL Nielsen TV AUDIENCE ESTIMATES																																			
		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00																
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					12,440 16.7		12,670 17.0		20,860 28.0					22,280 29.9																				
	ABC TV					Welcome Back, Kotter (R)		Carter Country		Love Boat (R)					(OP)		Fantasy Island (R)																		
	AVERAGE AUDIENCE (Households (000) & %)					11,250 15.1		11,990 16.1		18,250 24.5		23.6* 38 *					18,770 25.2		25.1* 43 *		25.3* 44 *														
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		14.2			25 14.4		26 15.6		39 22.7		38 * 24.5		25.0			41 * 25.8		44 * 24.7		25.4 25.4														
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					17,880 24.0										6,560 8.8																			
	CBS TV									CBS Saturday Night Movie "MR. BILLION" (8:00-10:00PM) (OP)							CBS Reports "PERSPECTIVE: A CONVERSATION BETWEEN ERIC SEVAREID AND WALTER CRONKITE" (10:00-11:00PM)																		
	AVERAGE AUDIENCE (Households (000) & %)					10,730 14.4		15.3* 25 *		14.2* 23 *		14.5* 23 *		13.7* 22 *			4,540 6.1		6.6* 11 *		5.6* 10 *														
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23 15.9		25 * 14.7		23 * 14.3		14.6 14.1		14.4			13.0			7.2		5.9		5.7		5.4									
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					20,930 28.1				23,240 31.2																									
	NBC TV							Chips		(OP)					NBC Saturday Night Movies "THE EIGER SANCTION" (9:00-11:15PM)(R)(2)																				
	AVERAGE AUDIENCE (Households (000) & %)					17,060 22.9		22.0* 36 *		23.7* 38 *		14,750 19.8		18.5* 30 *		17.6* 28 *			20.8* 36 *		21.7* 38 *														
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					37 21.2		36 * 22.8		38 * 23.9		33 18.8		30 * 18.2		17.2			18.0			20.6		21.4		21.9									
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					12,810 17.2		11,850 15.9		18,630 25.0					18,770 25.2																				
	ABC TV					Welcome Back, Kotter		Carter Country		Love Boat					(OP)		Fantasy Island																		
	AVERAGE AUDIENCE (Households (000) & %)					11,250 15.1		11,550 15.5		16,320 21.9		21.7* 33		22.1* 33 *			14,900 20.0		19.4* 31 *		20.5* 34 *														
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					24 14.2		24 16.0		33 15.3		33 * 21.2		33 * 22.2			32 22.0			31 * 19.7		34 * 19.5		21.5											
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					16,540 22.2				19,150 25.7																									
	CBS TV							White Shadow		(OP)					G.E.Theatre "CHAMPIONS: A LOVE STORY" (9:00-11:00PM)																				
	AVERAGE AUDIENCE (Households (000) & %)					13,040 17.5		17.5* 28 *		14,230 19.1		18.4* 30		19.2* 29 *			19.4* 31 *		19.4* 32 *																
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 17.5		28 * 17.4		27 * 17.6		28 * 18.1		19.0			19.4			19.5		19.4		19.4											
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					22,420 30.1				19,590 26.3																									
	NBC TV							Chips		(OP)					NBC Saturday Night Movies "WHO IS KILLING THE STUNTMEN?" (9:00-10:15PM)			(3)																	
	AVERAGE AUDIENCE (Households (000) & %)					18,400 24.7		23.5* 37 *		25.9* 40 *		14,600 19.6		20.0* 31 *		19.8* 30 *			20.0* 31 *		18.1* 30 *														
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					39 22.9		37 * 24.2		40 * 25.8		30 20.2		31 * 19.8			30 * 19.7			31 * 19.8			30 * 19.1		30 * 15.6										
TV HOUSEHOLDS USING TV WK 1																				57.0	58.6	59.4	60.2	61.3	61.8	61.6	61.7	62.7	62.7	62.0	62.0	58.3	57.5	57.5	57.8
(See Def. 1) WK 2																				60.1	60.8	61.5	62.8	62.6	64.0	64.1	64.8	65.3	65.6	66.1	66.3	64.1	63.0	61.7	59.6

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page 8.

(OP) See Other Programs Section, Page A-36

(1) "ABC WIDE WORLD OF SPORTS", ABC, (4:00-7:15PM). (2) PROMO FILL, NBC, (10:51-11:00PM)(SUS.).

(2) FOR REMAINING RATINGS, SEE OP PAGES.

EVE. SAT. JAN. 13, 1979

A-14

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SUN. JAN. 7, 1979

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
TOTAL AUDIENCE (Households (000) & %)	11,100 14.9				15,570 20.9				26,450 35.5								
ABC TV	<div>Hardy Boys Mysteries (R)</div> <div>Two-Five (8:00-9:00PM)</div> <div>(OP)</div> <div>ABC Sunday Night Movie "YOU ONLY LIVE TWICE" (9:00-11:26PM)(R)</div>																
AVERAGE AUDIENCE (Households (000) & %)	8,270				10,950				16,390								
SHARE OF AUDIENCE %	11.1	10.1*			14.7				22.0								
AVG. AUD. BY 1/4 HR. %	16 9.6	15* 10.7			20 13.5				34 17.8								
TOTAL AUDIENCE (Households (000) & %)							30,250 40.6					22,720 30.5		22,500 30.2			
CBS TV	<div>CBS NFL Championship Game "DALLAS VS. LOS ANGELES" (5:00-8:30PM)</div> <div>60 Minutes</div> <div>All In The Family</div> <div>Dallas</div>																
AVERAGE AUDIENCE (Households (000) & %)							23,990					20,560		19,150			
SHARE OF AUDIENCE %		39.5*			39.3*		38.4*	32.2	32.4*		31.9*	27.6		25.7	26.1*		25.2*
AVG. AUD. BY 1/4 HR. %	39.3	58* 39.6			56* 39.7		54* 36.8	45 32.4	45* 32.5		44* 31.1	39 26.9		39 28.3	39* 25.5		39* 24.9
TOTAL AUDIENCE (Households (000) & %)	16,910 22.7				24,290 32.6									11,400 15.3			
NBC TV	<div>Wonderful World of Disney "DONOVAN'S KID" Pt. I</div> <div>Big Event "THE SEA GYPSIES" (8:00-10:00PM) (OP)</div> <div>Weekend</div>																
AVERAGE AUDIENCE (Households (000) & %)	12,520				16,170									8,790			
SHARE OF AUDIENCE %	16.8	15.4*			21.7		19.2*		22.5*		22.4*		22.6*	11.8	12.6*		11.0*
AVG. AUD. BY 1/4 HR. %	24 15.1	23* 15.7			30 18.1		26* 20.3		31* 22.4		31* 22.5		32* 23.9	19 21.2	20* 12.9		18* 10.5

TOTAL AUDIENCE (Households (000) & %)	13,630 18.3				18,920 25.4				31,510 42.3								
ABC TV	<div>Hardy Boys Mysteries</div> <div>Battlestar: Galactica</div> <div>(OP)</div> <div>ABC Sunday Night Movie "THE DALLAS COWBOYS CHEERLEADERS" (9:00-11:00PM)</div>																
AVERAGE AUDIENCE (Households (000) & %)	10,880				16,320				24,590								
SHARE OF AUDIENCE %	14.6	14.2*			21.9		21.6*		33.0		31.1*		33.0*		34.2*		33.8*
AVG. AUD. BY 1/4 HR. %	22 14.0	21* 14.3			30 21.5		30* 21.7		48 30.3		43* 32.0		46* 33.5		50* 33.8		52* 33.2
TOTAL AUDIENCE (Households (000) & %)	27,710 37.2				22,950 30.8		21,310 28.6		16,240 21.8					16,690 22.4			
CBS TV	<div>60 Minutes</div> <div>All In The Family</div> <div>Alice</div> <div>(OP)</div> <div>Kaz</div> <div>Dallas</div>																
AVERAGE AUDIENCE (Households (000) & %)	22,800				20,260		19,970		13,480					14,600			
SHARE OF AUDIENCE %	30.6	29.8*			27.2		26.8		18.1		18.4*		17.8*	19.6	19.4*		19.8*
AVG. AUD. BY 1/4 HR. %	45 28.8	45* 30.9			38 31.1		37 26.8		25 18.8		26* 17.9		25* 17.9	30 19.0	29* 19.8		30* 19.4
TOTAL AUDIENCE (Households (000) & %)	15,420 20.7				20,260 27.2									9,540 12.8			
NBC TV	<div>Wonderful World of Disney "DONOVAN'S KID" Pt. II</div> <div>Centennial (OP)</div> <div>Weekend</div>																
AVERAGE AUDIENCE (Households (000) & %)	12,740				13,930									7,150			
SHARE OF AUDIENCE %	17.1	16.6*			18.7		19.2*		19.6*		19.0*		17.2*	9.6	10.3*		8.9*
AVG. AUD. BY 1/4 HR. %	25 16.3	25* 16.9			26 19.3		27* 19.1		27* 19.6		26* 18.5		24* 18.4	14 10.8	15* 9.9		14* 8.7
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)	67.5	69.3	70.5	71.3	72.6	73.3	73.4	73.3	72.3	71.8	70.9	69.5	65.4	63.1	61.1	60.0	
WK 2	65.1	67.3	68.7	70.2	71.1	71.8	72.3	73.0	72.3	71.8	71.5	70.6	68.3	67.2	66.0	64.0	

U. S. TV Households: 74,500,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section, Page A-36

EVE. SUN. JAN. 14, 1979

SUN. 11:00 P.M.—12:45 A.M.

MON.-FRI. 11:30 P.M.—1:45 A.M.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45									
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			4,990 6.7																								
	ABC TV	ABC Sunday Night Movie (1)		ABC Weekend Report- Sunday																								
	AVERAGE AUDIENCE (Households (000) & %)			4,770 6.4																								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	24.5 6.9		6.2																								
TOTAL AUDIENCE (Households (000) & %)		6,260 8.4																9,010 12.1										
CBS TV		CBS Sunday News- Bradley																Late Movie I (2)	(OP)									
AVERAGE AUDIENCE (Households (000) & %)		6,180 8.3																6,480 8.7	9.4*			8.2*						
SHARE OF AUDIENCE %		15																27	26 *			28 *						
AVG. AUD. BY ¼ HR. %		8.3																9.6	9.2	8.2		8.1	7.9					
TOTAL AUDIENCE (Households (000) & %)					4,170 5.6													9,460 12.7					2,240 3.0					
NBC TV		NBC Late Night Movie																			Tonight Show (2)				Tomorrow Show (2)(OP)			
AVERAGE AUDIENCE (Households (000) & %)					2,090 2.8	2.7*				3.1*				5,510 7.4	9.6*				7.6*				1,560 2.1	2.5*				
SHARE OF AUDIENCE %					13	8 *				13 *				26	26 *				26 *				15	16 *				
AVG. AUD. BY ¼ HR. %					2.8	2.7	3.1			3.2	3.1			10.1	9.1	8.1			7.0	5.9			5.7	2.9	2.2	1.7		

W E E K 2	TOTAL AUDIENCE (Households (000) & %)		7,450 10.0																		ABC Weekend Report- Sunday	
	ABC TV																					
	AVERAGE AUDIENCE (Households (000) & %)		7,080 9.5																			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		18 9.5																			
TOTAL AUDIENCE (Households (000) & %)		5,140 6.9								7,670 10.3												
CBS TV		CBS Sunday News- Bradley										Late Movie I (2)				(OP)						
AVERAGE AUDIENCE (Households (000) & %)		5,220 7.0								5,740 7.7		9.0*				7.4*				5.6*		
SHARE OF AUDIENCE %		13								27		26 *				27 *				29 *		
AVG. AUD. BY ¼ HR. %		7.0								9.3		8.9		7.6		7.2		6.7		5.4		
TOTAL AUDIENCE (Households (000) & %)				4,770 6.4										10,130 13.6						2,530 3.4		
NBC TV																						
AVERAGE AUDIENCE (Households (000) & %)				1,940 2.6		3.7*				2.2*				6,030 8.1		9.5*				7.6*		
SHARE OF AUDIENCE %				11 4.2		11 *				9 *				28		28 *				28 *		
AVG. AUD. BY ¼ HR. %				4.2		3.3		2.4		2.1		2.1		10.1		9.0		8.2		7.1		
																				6.4		
																				5.3		
																				2.9		
																				2.5		
																				19 *		
																				19 *		
																				2.5		
																				2.2		
TV HOUSEHOLDS USING TV		WK 1	55.0	46.4	36.0	31.4	27.3	24.0	20.8	35.9	32.2	28.6	25.8	22.5	19.2	16.3	14.4	12.8				
(See Def. 1)		WK 2	55.2	47.2	35.6	29.9	25.7	22.2	18.4	38.6	34.7	30.4	27.5	23.6	20.4	17.9	16.0	13.8				

U. S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

A-18

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN. 1-5, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %) { AVERAGE AUDIENCE (Households (000) & %) { SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																
		(Co-op) ————— Good Morning, America ————— (Co-op) ————— (Participating) —————																
		2,530 3.4 1,940 2.6 20 2.5 2.8 4.4 4.5																
		4,020 5.4 3,350 4.5 25 4.4 4.5																
E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %) { AVERAGE AUDIENCE (Households (000) & %) { SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																
		(Co-op) ————— CBS Morning News ————— Captain Kangaroo —————																
		2,680 3.6 1,710 2.3 19 2.1 2.3 2.4* 19* 2.5 2.8 3.2 3.5* 20* 3.8																
		3,870 5.2 2,310 3.1 19 2.5 2.8 3.2 3.5* 20* 3.8																
W K 2	NBC TV	TOTAL AUDIENCE (Households (000) & %) { AVERAGE AUDIENCE (Households (000) & %) { SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																
		(Co-op) ————— Today Show ————— (Co-op) ————— (Participating) —————																
		4,170 5.6 3,350 4.5 30 4.5 4.6 4.7 4.8																
		4,400 5.9 3,580 4.8 31 4.7 4.8																
E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %) { AVERAGE AUDIENCE (Households (000) & %) { SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																
		(Co-op) ————— Good Morning, America ————— (Co-op) ————— (Participating) —————																
		2,830 3.8 2,160 2.9 20 2.9 3.1 4.3 4.7																
		4,020 5.4 3,350 4.5 25 4.3 4.7																
W K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %) { AVERAGE AUDIENCE (Households (000) & %) { SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																
		(Co-op) ————— CBS Morning News ————— Captain Kangaroo —————																
		3,050 4.1 1,940 2.6 19 2.6 2.6 2.6 2.6 2.1 2.6 3.3 3.5* 19* 3.6																
		3,580 4.8 2,160 2.9 17 2.1 2.6 3.3 3.5* 19* 3.6																
E K 2	NBC TV	TOTAL AUDIENCE (Households (000) & %) { AVERAGE AUDIENCE (Households (000) & %) { SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																
		(Co-op) ————— Today Show ————— (Co-op) ————— (Participating) —————																
		4,400 5.9 3,650 4.9 31 4.8 5.0 5.0 5.4																
		4,920 6.6 3,870 5.2 32 5.0 5.4																
TV HOUSEHOLDS USING TV		WK 1	6.3	8.3	10.6	11.6	13.1	14.6	15.4	16.2	17.7	19.8	21.0	22.0	23.1	24.5	26.1	27.4
(See Def. 1)		WK 2	6.9	9.1	11.5	12.9	14.0	15.4	16.0	16.7	17.7	19.1	19.9	20.4	20.5	21.1	21.5	22.4

U.S. TV Households: 74,500,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

A-19 (1) "NBC NEWS UPDATE", (SUS.).

DAY MON.-FRI. JAN. 8-12, 1979

A-20

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN. 1-5, 1979

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	5,810 7.8		7,520 10.1		5,590 7.5		6,930 9.3		9,830 13.2				9,090 12.2				
AVERAGE AUDIENCE (Households (000) & %)	4,920 6.6		6,630 8.9		4,770 6.4		5,960 8.0		7,520 10.1				6,850 9.2				
SHARE OF AUDIENCE %	23		28		19		24		29				30				
AVG. AUD. BY 1/4 HR. %	6.1	7.1	8.5	9.3	6.2	6.6	7.8	8.3	9.8	10.3	10.0	10.0	8.7	8.8	9.5	9.8	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)	6,850 9.2		5,590 7.5		8,270 11.1		7,000 9.4				7,900 10.6					8,050 10.8	
AVERAGE AUDIENCE (Households (000) & %)	6,030 8.1		4,990 6.7		7,300 9.8		6,260 8.4				6,180 8.3					6,030 8.1	
SHARE OF AUDIENCE %	32		25		34		28				27					26	
AVG. AUD. BY 1/4 HR. %	8.0	8.3	6.8	6.6	9.5	10.2	8.6	8.2			7.7	7.9*	8.1	9.0	8.6	8.0	8.0*
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	5,220 7.0		5,660 7.6		5,290 7.1				4,470 6.0		7,670 10.3					5,290 7.1	
AVERAGE AUDIENCE (Households (000) & %)	4,540 6.1		4,920 6.6		2,910 3.9	3.8*			3,650 4.9		5,740 7.7					4,840 6.5	
SHARE OF AUDIENCE %	21		25		13	13 *			16		22					21	
AVG. AUD. BY 1/4 HR. %	6.3		7.3		7.4		9.1		13.0							6.5	6.5
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	4,020 5.4		6,330 8.5		4,770 6.4		5,810 7.8		7,520 10.1				6,560 8.8				
AVERAGE AUDIENCE (Households (000) & %)	24		33		23		28		34				29				
SHARE OF AUDIENCE %	5.1	5.8	8.1	8.9	6.3	6.4	7.6	8.1	9.9	10.2	10.3	10.1	8.4	8.6	9.1	9.2	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)	6,480 8.7		4,990 6.7		7,750 10.4		7,150 9.6				8,120 10.9					8,120 10.9	
AVERAGE AUDIENCE (Households (000) & %)	5,660 7.6		4,620 6.2		6,930 9.3		6,330 8.5				6,260 8.4					6,410 8.6	
SHARE OF AUDIENCE %	33		24		33		30				28					27	
AVG. AUD. BY 1/4 HR. %	7.6	7.7	6.1	6.2	9.1	9.5	8.7	8.3			7.5	7.8*	8.0	9.0	8.8	8.5	8.5*
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	5,140 6.9		6,180 8.3		3,580 4.8		4,320 5.8		4,540 6.1		7,300 9.8					6,030 8.1	
AVERAGE AUDIENCE (Households (000) & %)	4,620 6.2		5,360 7.2		3,130 4.2		3,650 4.9		3,870 5.2		5,810 7.8					5,440 7.3	
SHARE OF AUDIENCE %	27		28		15		17		18		26					24	
AVG. AUD. BY 1/4 HR. %	6.2	6.2	7.1	7.3	4.2	4.2	4.7	5.1	5.1	5.3	7.4	7.5*	8.1	8.1	7.2	7.5	
TV HOUSEHOLDS USING TV WK 1	28.4	29.8	31.2	32.5	33.5	34.3	34.0	34.3	34.3	34.6	34.7	35.1	35.1	35.4	34.9	35.6	
(See Def. 1) WK 2	23.0	24.0	25.6	26.7	27.6	28.7	28.8	29.1	29.3	29.9	29.7	30.4	30.4	30.6	30.8	31.8	

U. S. TV Households: 74,500,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

A-21

(1) "ABC NEWSBRIEF", (SUS.).

(2) "NBC NEWS UPDATE", (SUS.).

(3) "DAYS OF OUR LIVES", NBC, MON., (2:00-3:00PM), FOR REMAINING RATINGS, SEE OP PAGES.

DAY MON.-FRI. JAN. 8-12, 1979

A-22

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN. 1-5, 1979

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	9,090 12.2					5,140 6.9										10,430 14.0	
	ABC TV	General Hospital TU-F (S)(OP)				Edge of Night TU-F (S)(OP)				Special (OP)				ABC World News Tonight				
	AVERAGE AUDIENCE (Households (000) & %)	7,230 9.7					4,470 6.0										9,160 12.3	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	29 9.4	30 * 9.4	29 * 9.9	29 * 10.1	17 6.0	17 6.0										20 11.9	12.7
1	TOTAL AUDIENCE (Households (000) & %)			7,300 9.8			4,250 5.7										14,380 19.3	
	CBS TV	Guiding Light TU-F (S)(OP)		M*A*S*H TU-F (S)(OP)		Match Game '79 TU-F (S)(OP)		Special (OP)				CBS Evening News with Walter Cronkite						
	AVERAGE AUDIENCE (Households (000) & %)			6,180 8.3			3,730 5.0										12,740 17.1	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %		8.2 * 26 *	8.3 24			5.0 14										28 16.9	17.3
2	TOTAL AUDIENCE (Households (000) & %)	8,050 10.8															12,590 16.9	
	NBC TV	Another World (1)				Special (OP)				NBC Nightly News TU-F (S)(OP)								
	AVERAGE AUDIENCE (Households (000) & %)	6,030 8.1															11,030 14.8	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	22 9.4	22 * 7.9	22 * 8.5	22 * 8.4												25 14.7	15.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			7,380 9.9			4,620 6.2										14,380 19.3	
	ABC TV	General Hospital				Edge of Night				Special (OP)				ABC World News Tonight				
	AVERAGE AUDIENCE (Households (000) & %)	7,230 9.7					4,400 5.9										8,640 11.6	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	29 9.0	29 * 9.4	29 * 10.0	30 * 10.3	17 5.9	17 5.8										19 11.1	12.0
2	TOTAL AUDIENCE (Households (000) & %)			7,380 9.9			4,620 6.2										14,380 19.3	
	CBS TV	Guiding Light		M*A*S*H		Match Game '79		CBS Evening News with Walter Cronkite										
	AVERAGE AUDIENCE (Households (000) & %)			6,260 8.4			4,020 5.4										12,810 17.2	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %		8.7 * 27 *	8.4 24			5.4 15										28 17.0	17.3
2	TOTAL AUDIENCE (Households (000) & %)	8,420 11.3															12,810 17.2	
	NBC TV	Another World (1)				NBC Nightly News												
	AVERAGE AUDIENCE (Households (000) & %)	6,330 8.5															11,250 15.1	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	25 8.0	25 * 8.3	25 * 8.9	26 * 8.9												25 14.9	15.2
TV HOUSEHOLDS USING TV WK 1		36.2	37.3	38.1	39.4	39.1	40.3	40.8	42.8	45.3	47.7	49.3	52.0	55.7	58.3	60.0	61.9	
(See Def. 1) WK 2		32.4	33.8	34.1	35.9	35.5	37.2	38.5	40.2	42.5	45.1	47.8	50.9	55.3	57.7	59.7	61.3	

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section, Page A-36

A-23 (1) "NBC NEWS UPDATE", (SUS.).

DAY MON.-FRI. JAN 8-12, 1979

A-24

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. JAN. 6, 1979

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W	E	TOTAL AUDIENCE (Households (000) & %)						2,830 3.8		3,650 4.9		5,660 7.6		5,510 7.4		5,740 7.7		5,960 8.0	
		ABC TV						Scooby's All-Stars I	(OP)	Scooby's All-Stars II		Scooby's All-Stars III	(OP)	Challenge of the Superfriends 1		Challenge of the Superfriends 2		Challenge of the Superfriends 3	(OP)
		AVERAGE AUDIENCE (Households (000) & %)						2,010 2.7		2,980 4.0		4,470 6.0		4,770 6.4		4,770 6.4		5,440 7.3	
		SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						26 2.4	3.0	24 3.4	4.5	27 5.7	6.4	25 6.0	6.7	24 6.5	6.2	27 7.3	7.3
E	K	TOTAL AUDIENCE (Households (000) & %)						3,350 4.5		4,770 6.4		6,850 9.2		8,570 11.5		9,010 12.1		7,000 9.4	
		CBS TV						All New Popeye Hour I	(OP)	All New Popeye Hour II	(OP)	Bugs Bunny/ Road Runner I	(OP)	Bugs Bunny/ Road Runner 2	(OP)	Bugs Bunny/ Road Runner 3	(OP)	Tarzan & the Super Seven I	
		AVERAGE AUDIENCE (Households (000) & %)						2,610 3.5		3,580 4.8		5,810 7.8		7,600 10.2		7,970 10.7		6,030 8.1	
		SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						32 3.1	4.0	29 4.3	5.4	36 7.2	8.4	40 10.1	10.4	40 10.7	10.8	29 8.2	7.9
1	K	TOTAL AUDIENCE (Households (000) & %)						1,420 1.9		3,350 4.5		4,100 5.5		4,840 6.5		4,920 6.6		6,850 9.2	
		NBC TV						Baggy Pants & the Nitwits (SUS.)		Galaxy Goof-Ups		Fantastic Four		Godzilla Super 90 I		Godzilla Super 90 II		Godzilla Super 90 III	(OP)
		AVERAGE AUDIENCE (Households (000) & %)						1,120 1.5		2,830 3.8		3,500 4.7		4,020 5.4		4,020 5.4		5,510 7.4	
		SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						15 4.1		25 7.4		22 8.6		21 6.9	5.5	20 8.3	5.3	27 9.6	7.8
W	E	TOTAL AUDIENCE (Households (000) & %)						3,050 4.1		5,510 7.4		6,410 8.6		5,140 6.9		6,180 8.3		7,150 9.6	
		ABC TV						Scooby's All-Stars I	(OP)	Scooby's All-Stars II		Scooby's All-Stars III	(OP)	Challenge of the Superfriends 1		Challenge of the Superfriends 2		Challenge of the Superfriends 3	(OP)
		AVERAGE AUDIENCE (Households (000) & %)						2,460 3.3		4,020 5.4		5,290 7.1		4,540 6.1		5,290 7.1		6,180 8.3	
		SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						32 3.0	3.6	29 4.8	6.0	30 6.8	7.3	25 5.8	6.3	27 6.7	7.6	29 8.3	8.2
E	K	TOTAL AUDIENCE (Households (000) & %)						3,350 4.5		5,660 7.6		7,000 9.4		9,010 12.1		9,830 13.2		8,200 11.0	
		CBS TV						All New Popeye Hour I	(OP)	All New Popeye Hour II	(OP)	Bugs Bunny/ Road Runner I	(OP)	Bugs Bunny/ Road Runner 2	(OP)	Bugs Bunny/ Road Runner 3	(OP)	Tarzan & the Super Seven I	
		AVERAGE AUDIENCE (Households (000) & %)						2,380 3.2		4,400 5.9		5,960 8.0		7,820 10.5		8,200 11.0		7,230 9.7	
		SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						28 2.4	4.0	34 5.6	6.3	36 7.5	8.6	41 10.3	10.8	39 11.1	11.0	33 9.7	9.7
2	K	TOTAL AUDIENCE (Households (000) & %)						1,710 2.3		3,650 4.9		4,400 5.9		5,220 7.0		5,070 6.8		5,890 7.9	
		NBC TV						Baggy Pants & the Nitwits (SUS.)		Galaxy Goof-Ups		Fantastic Four		Godzilla Super 90 I		Godzilla Super 90 II		Godzilla Super 90 III	(OP)
		AVERAGE AUDIENCE (Households (000) & %)						1,420 1.9		2,830 3.8		3,870 5.2		4,690 6.3		4,620 6.2		4,990 6.7	
		SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						18 1.7	2.1	23 3.2	4.4	25 5.2	5.3	26 6.1	6.5	23 6.4	6.1	23 6.5	6.9
TV HOUSEHOLDS USING TV		WK 1	4.2	4.7	6.0	8.3	10.6	13.2	15.1	18.1	20.6	22.8	25.0	26.7	27.0	27.4	27.9	29.2	
(See Def. 1)		WK 2	4.5	5.1	6.5	8.6	10.1	12.8	15.7	19.1	21.4	23.5	25.0	26.2	27.7	28.5	29.2	30.3	
U.S. TV Households: 74,500,000 * Half-hour programs: 30 minutes																			

U.S. TV Households: 74,500,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section, Page A-36

DAY SAT. JAN. 13, 1979

A-26

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. JAN. 6, 1979

		NATIONAL Nielsen TV AUDIENCE ESTIMATES																			DATE: 10/1/79	
		TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00		
W E K 1	TOTAL AUDIENCE (Households (000) & %)		7,300 9.8		7,000 9.4		6,110 8.2		7,450 10.0										9,690 13.0			
	ABC TV		Fangface (OP)		All New Pink Panther (OP)		ABC Weekend Specials "IF I'M LOST, HOW COME I FOUND YOU?" Pt. I		American Bandstand '79										Pro Bowlers Tour-			
	AVERAGE AUDIENCE (Households (000) & %)		6,030 8.1		5,810 7.8		5,070 6.8		5,070 6.8		6.0* 19 *		7.6* 23 *						5,960 8.0			
	SHARE OF AUDIENCE %		30		26		22		21		6.3		7.6						6.5			
		AVG. AUD. BY 1/4 HR. %		7.8		8.4		7.9		7.6		6.8		6.3		7.6				6.7		
W E K 2	TOTAL AUDIENCE (Households (000) & %)		8,940 12.0		8,640 11.6		6,180 8.3		7,230 9.7		4,770 6.4		5,590 7.5						18,100 24.3			
	CBS TV		Tarzan & the Super Seven 2 (OP)		Tarzan & the Super Seven 3 (OP)		Space Academy (OP)		Fat Albert and the Cosby Kids (OP)		Ark II (OP)		30 Minutes						(I)			
	AVERAGE AUDIENCE (Households (000) & %)		6,930 9.3		7,080 9.5		5,140 6.9		5,890 7.9		3,870 5.2		4,620 6.2						5,740 7.7			
	SHARE OF AUDIENCE %		32		31		21		24		15		18						20			
		AVG. AUD. BY 1/4 HR. %		9.5		9.2		7.3		6.4		7.7		8.1		5.5		6.2		7.4		
W E K 1	TOTAL AUDIENCE (Households (000) & %)		3,950 5.3		4,540 6.1		4,920 6.6		4,770 6.4				9,390 12.6									
	NBC TV		Yogi's Space Race I		Yogi's Space Race II (OP)		Fabulous Funnies		Bay City Rollers				NCAA Basketball Game "VARIOUS TEAMS & TIMES" (1:30-3:57PM) ~									
	AVERAGE AUDIENCE (Households (000) & %)		3,430 4.6		3,430 4.6		4,250 5.7		3,950 5.3				4,100 5.5		5.1* 15 *		5.5* 16 *		5.6* 16 *			
	SHARE OF AUDIENCE %		16		15		19		17		5.0		5.4		4.9		5.5		5.6			
		AVG. AUD. BY 1/4 HR. %		9.4		11.0		9.2		12.7				5.4		4.9		5.5		5.6		
W E K 2	TOTAL AUDIENCE (Households (000) & %)		9,240 12.4		7,900 10.6		6,630 8.9		8,640 11.6		5,290 7.1		4,840 6.5									
	CBS TV		Tarzan & the Super Seven 2 (OP)		Tarzan & the Super Seven 3 (OP)		Space Academy (OP)		Fat Albert and the Cosby Kids (OP)		Ark II (OP)		30 Minutes									
	AVERAGE AUDIENCE (Households (000) & %)		7,300 9.8		6,710 9.0		5,590 7.5		6,930 9.3		4,250 5.7		4,170 5.6									
	SHARE OF AUDIENCE %		33		30		24		29		18		17									
		AVG. AUD. BY 1/4 HR. %		10.6		9.1		8.8		7.6		7.5		9.1		9.6		5.8				
W E K 1	TOTAL AUDIENCE (Households (000) & %)		4,920 6.6		5,070 6.8		5,140 6.9		4,320 5.8								8,200 11.0					
	NBC TV		Yogi's Space Race I		Yogi's Space Race II (OP)		Fabulous Funnies		Bay City Rollers				NCAA Basketball Game "VARIOUS TEAMS & TIMES" (2:00-4:18PM) ~									
	AVERAGE AUDIENCE (Households (000) & %)		3,870 5.2		4,170 5.6		4,470 6.0		3,580 4.8				3,580 4.8		4.1* 12 *		4.5* 12 *		4.5*			
	SHARE OF AUDIENCE %		18		19		19		15				13		12 *		12 *		12 *			
		AVG. AUD. BY 1/4 HR. %		5.1		5.4		5.8		5.5		6.0		5.9		5.1		4.6		4.4		
		TV HOUSEHOLDS USING TV		WK 1 (See Def. 1)		WK 2		29.1		29.5		29.6		30.5		30.9		31.2		31.6		
				29.8		29.7		29.7		30.7		30.9		31.5		31.7		32.4		33.5		
																				34.5		
																				33.8		
																				33.7		
																				34.0		
																				34.0		
																				33.9		
																				34.5		
																				35.9		

U.S. TV Households: 74,500,000 * Half-hour ratings for immediately preceding and subject quarter-hours.

A-27

~ VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.
(1) "SPORTS SPECTACULAR SPECIAL EDITION", CBS, (2:30-6:21PM)(S).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

DAY SAT. JAN. 13, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. JAN. 6, 1979

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
W																	
E																	
E																	
K																	
1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	

W																	
E																	
E																	
K																	
2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
TV HOUSEHOLDS USING TV																	
WK 1	35.5	36.7	37.0	37.0	37.7	37.6	38.3	40.7	41.9	44.6	47.0	49.2	51.9	53.9	55.2	56.2	
WK 2	36.7	37.8	39.2	39.9	41.3	41.6	41.9	42.8	44.7	46.9	49.5	52.5	55.2	56.4	57.4	58.7	

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

A-29 (1) "NCAA BASKETBALL-NATIONAL(B)", NBC, (3:32-3:54PM), FOR REMAINING RATINGS, SEE OP PAGES.

DAY SAT. JAN 13, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. JAN. 7, 1979

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)																2,760 3.7	
		AVERAGE AUDIENCE (Households (000) & %)																2,460 3.3	
		SHARE OF AUDIENCE %																1.2	
		AVG. AUD. BY ¼ HR. %																3.3	3.2
	CBS TV	TOTAL AUDIENCE (Households (000) & %)									970 1.3		1,340 1.8						
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY ¼ HR. %																	
	NBC TV	TOTAL AUDIENCE (Households (000) & %)																	
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY ¼ HR. %																	
W E E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)																3,650 4.9	
		AVERAGE AUDIENCE (Households (000) & %)																3,200 4.3	
		SHARE OF AUDIENCE %																1.8	
		AVG. AUD. BY ¼ HR. %																4.2	4.4
	CBS TV	TOTAL AUDIENCE (Households (000) & %)									1,120 1.5		1,860 2.5						
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY ¼ HR. %																	
	NBC TV	TOTAL AUDIENCE (Households (000) & %)																	
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY ¼ HR. %																	

TV HOUSEHOLDS USING TV WK 1
(See Def. 1)

WK 2	2.8 3.4	3.3 3.7	3.9 4.6	5.0 6.1	6.2 7.9	8.4 9.6	10.1 11.5	11.4 13.9	13.8 16.1	16.6 18.0	19.0 20.2	21.3 22.1	24.5 23.9	26.4 24.2	27.2 23.9	28.8 24.9
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U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section; Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. JAN. 7, 1979

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	3,870 5.2		2,240 3.0		2,910 3.9												
	ABC TV	Kids Are People Too III		Animals, Animals, Animals ^(OP)		Issues And Answers		Directions (SUS.)										
	AVERAGE AUDIENCE (Households (000) & %)	2,910 3.9		1,860 2.5		2,310 3.1												
	SHARE OF AUDIENCE %	13		8		10												
	AVG. AUD. BY ¼ HR. %	3.8		4.1		2.3		2.6		3.1		3.0						
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			3,730 5.0														
	CBS TV	Camera Three (SUS.)		Face the Nation														
	AVERAGE AUDIENCE (Households (000) & %)			2,760 3.7														
	SHARE OF AUDIENCE %			12														
	AVG. AUD. BY ¼ HR. %			3.4		4.1												
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					3,350 4.5		10,430 14.0		36,130 48.5								
	NBC TV					Meet the Press		NFL '78 — NBC (12:30-1:00PM)		NFL Championship Game - NBC "HOUSTON VS. PITTSBURGH" (1:00-4:15PM)								
	AVERAGE AUDIENCE (Households (000) & %)					2,530 3.4		7,820 10.5		24,290 32.6		25.6* 60 *		32.0* 64 *		34.2* 65 *		34.5* 64 *
	SHARE OF AUDIENCE %					13		33		63		28.1		31.4		34.0		35.5
	AVG. AUD. BY ¼ HR. %					3.4		8.4		12.7		23.2		28.1		31.4		33.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	4,540 6.1		3,730 5.0		3,200 4.3								13,260 17.8				
	ABC TV	Kids Are People Too III		Animals, Animals, Animals ^(OP)		Issues And Answers		Directions (SUS.)						Superstars				
	AVERAGE AUDIENCE (Households (000) & %)	3,650 4.9		3,280 4.4		2,680 3.6								8,490 11.4				
	SHARE OF AUDIENCE %	18		16		13								28				
	AVG. AUD. BY ¼ HR. %	4.7		5.0		4.4		4.3		3.5		3.7		8.1		10.5		13.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			3,280 4.4						6,110 8.2			11,700 15.7					
	CBS TV	Camera Three (SUS.)		Face the Nation						Challenge of the Sexes			NBA Basketball Game "VARIOUS TEAMS & TIMES" (1:45-4:04PM)					
	AVERAGE AUDIENCE (Households (000) & %)			2,610 3.5						4,100 5.5		5.2* 16 *		4,320 5.8		5.7* 14 *		4.8* 11 *
	SHARE OF AUDIENCE %			13						17		5.7		13		5.9		4.7
	AVG. AUD. BY ¼ HR. %			3.5		3.5				4.6		6.1		6.3		5.0		4.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					3,430 4.6		10,730 14.4										
	NBC TV					Meet the Press												
	AVERAGE AUDIENCE (Households (000) & %)					2,760 3.7				5,290 7.1		6.2* 19 *		7.3* 22 *		7.1* 19 *		7.9* 20 *
	SHARE OF AUDIENCE %					15				20		6.3		7.5		7.1		8.0
	AVG. AUD. BY ¼ HR. %					3.6		3.7		6.0		7.0		7.5		7.1		8.0
TV HOUSEHOLDS USING TV		WK 1		WK 2		30.3	31.1	30.3	31.2	30.9	32.1	33.6	37.5	42.4	46.2	49.4	51.4	52.8
						(See Def. 1)												
						26.5	27.7	28.1	28.3	27.1	27.6	28.8	32.2	34.9	36.4	36.6	37.4	38.5
										</								

DAY SUN. JAN. 14, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2							
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR		
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %			
EVENING MONDAY																
	ABC	11.30-12.35AM	POLICE STORY-MON.	11.30	7,820	10.5	5,660	7.6	23	7.8	7,080	9.5	5,070	6.8	24	7.7
		11.30-12.34AM		11.45				7.8*	20*	7.8				7.3*	23*	6.9
				12.00						7.5						6.6
				12.15				7.5*	26*	7.5				6.5*	25*	6.4
				12.30						7.3						5.7
	NBC	8.09-11.45PM	ORANGE BOWL GAME(S)	11.00	FOR RTGS SEE PAGE A-2					19.6						
				11.15				19.1*	34*	18.6						
				11.30						19.8						
EVENING TUESDAY																
	ABC	11.30-12.41AM	TUESDAY MOVIE OF THE WEEK	11.30	8,340	11.2	6,260	8.4	28	9.1	7,380	9.9	5,360	7.2	27	8.5
				11.45				9.0*	26*	9.0				8.1*	26*	7.8
				12.00						8.4						7.0
				12.15				8.1*	30*	7.8				6.7*	27*	6.3
				12.30						7.2						5.9
	ABC	12.41- 1.07AM	TUESDAY MOVIE-WEEK PART 2	12.30	5,360	7.2	5,070	6.8	34	7.1	4,400	5.9	4,100	5.5	34	5.9
		12.41- 1.15AM		12.45						6.9						5.6
				1.00						6.3						5.1
EVENING WEDNESDAY																
	ABC	11.30-12.36AM	POLICE WOMAN	11.30	7,080	9.5	5,220	7.0	24	7.5	8,940	12.0	5,960	8.0	29	9.3
		11.30-12.37AM		11.45				7.4*	22*	7.2				9.0*	28*	8.7
				12.00						6.9						7.8
				12.15				6.8*	26*	6.8				7.5*	30*	7.2
				12.30						6.0						6.4
	ABC	12.36- 1.30AM	SWAT-WED	12.30	4,100	5.5	3,350	4.5	26	4.8	3,500	4.7	2,910	3.9	23	4.0
		12.37- 1.24AM		12.45				4.7*	24*	4.6				3.9*	21*	3.8
				1.00						4.6						3.8
				1.15				4.3*	28*	4.1				3.8*	26*	3.9
	CBS	11.30-12.00MD	YOUR TURN: LTRS-CBS NEWS(S)	11.30							6,560	8.8	5,070	6.8	21	7.2
				11.45												6.3
EVENING THURSDAY																
	ABC	11.30-12.37AM	STARSKY AND HUTCH-11:30	11.30	9,310	12.5	6,850	9.2	30	9.6	8,420	11.3	6,030	8.1	28	8.7
				11.45				9.4*	26*	9.3				8.3*	25*	7.9
				12.00						9.7						8.4
				12.15				9.5*	34*	9.3				8.2*	31*	8.0
				12.30						7.3						6.8
	ABC	12.37- 1.17AM	MANNIX-THURS.	12.30							4,400	5.9	3,870	5.2	29	5.5
				12.45										5.4*	28*	5.4
				1.00												4.9
				1.15												4.9
	ABC	12.37- 1.19AM	SWAT-THUR	12.30	5,290	7.1	4,540	6.1	34	6.1						
				12.45				6.1*	31*	6.1						
				1.00						6.1						
				1.15						5.9						

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

NATIONAL WIRE/TV AUDIENCE ESTIMATES																
					WEEK 1				WEEK 2							
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %	HOUSEHOLDS (000)		%	HOUSEHOLDS (000)	SHARE %			
EVENING FRIDAY																
ABC	11.30-12.34AM	BARETTA-11:30PM		11.30	7,000	9.4	5,140	6.9	18	7.4	7,230	9.7	4,920	6.6	18	7.6
	11.30-12.35AM			11.45				7.3*	18*	7.1				7.0*	17*	6.4
				12.00						6.9						6.3
				12.15				6.7*	19*	6.4				6.3*	18*	6.4
				12.30						5.4						6.0
NBC	1.00- 2.30AM	MIDNIGHT SPECIAL		1.00	5,360	7.2	2,680	3.6	22	5.0	5,960	8.0	2,980	4.0	24	5.6
				1.15				4.7*	22*	4.4				5.4*	25*	5.2
				1.30						4.0						3.9
				1.45				3.9*	24*	3.7				3.8*	23*	3.7
				2.00						2.7						3.1
				2.15				2.4*	19*	2.1				2.9*	23*	2.8
EVENING SATURDAY																
ABC	9.58- 9.59PM	ABC NEWSBRIEF-SAT.		9.45	18,400	24.7	18,400	24.7	40	24.7	14,830	19.9	14,830	19.9	30	19.9
ABC	11.00-11.15PM	ABC WEEKEND REPORT-SAT.		11.00	7,230	9.7	7,080	9.5	17	9.5	6,330	8.5	6,110	8.2	15	8.2
CBS	8.56- 8.57PM	NEWSBREAK-SAT.		8.45	9,010	12.1	9,010	12.1	20	12.1	12,670	17.0	11,250	15.1	23	15.1
	8.57- 8.59PM															
NBC	8.58- 8.59PM	NBC NEWS UPDATE-SAT.		8.45	13,480	18.1	13,480	18.1	29	18.1	16,170	21.7	16,170	21.7	33	21.7
NBC	9.00-11.11PM	NBC SATURDAY NIGHT MOVIES(S)		11.00	FOR RTGS SEE PAGE A-12					21.8						
NBC	11.42- 1.03AM	SATURDAY NIGHT		11.30	14,160	19.0	9,830	13.2	39	15.7	15,350	20.6	10,580	14.2	38	15.4
	11.30-12.48AM			11.45						14.3				15.4*	37*	15.4
				12.00						13.6						15.2
				12.15				13.5*	39*	13.3				14.3*	40*	13.3
				12.30						13.0						12.3
				12.45				12.4*	41*	11.7						11.7
				1.00						10.4						
EVENING SUNDAY																
ABC	8.58- 8.59PM	ABC NEWSBRIEF-SUN.		8.45	11,400	15.3	11,400	15.3	21	15.3	17,280	23.2	17,280	23.2	32	23.2
ABC	9.00-11.26PM	ABC SUNDAY NIGHT MOVIE		11.15	FOR RTGS SEE PAGE A-14			23.3*	45*	21.7						
CBS	8.58- 8.59PM	NEWSBREAK-SUN.		8.45							17,210	23.1	17,210	23.1	32	23.1
NBC	9.02- 9.03PM	NBC NEWS UPDATE-SUN.		9.00	15,120	20.3	15,120	20.3	28	20.3	13,780	18.5	13,780	18.5	26	18.5
	9.04- 9.05PM															
NBC	11.30- 1.35AM	NBC LATE NIGHT MOVIE		12.45	FOR RTGS SEE PAGE A-16			2.9*	17*	2.8	FOR RTGS SEE PAGE A-17			2.2*	11*	2.3
	11.30- 1.31AM			1.00						2.5						2.2
				1.15				2.5*	19*	2.5				2.1*	14*	2.0
				1.30						2.1						1.8
EVENING MONDAY-FRIDAY																
ABC	9.58- 9.59PM	ABC NEWSBRIEF-M-F	M-F	8.45	14,230	19.1	14,230	19.1	28	16.9	14,530	19.5	14,160	19.0	29	16.9
				9.45						20.6						20.5
CBS	8.58- 8.59PM	NEWSBREAK-M-F	M-F	8.45	14,300	19.2	14,300	19.2	28	19.2	13,480	18.1	13,110	17.6	26	15.7
	CONT'D															

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

NATIONAL WEEKEND TV AUDIENCE ESTIMATES																	
DAY NETWORK TIME (N.Y.T.) PROGRAM QUARTER HOUR					WEEK 1				WEEK 2								
					TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR			
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %				
EVENING MONDAY-FRIDAY CONT'D																	
CBS	8.58-	8.59PM	NEWSBREAK-M-F-CONT'D		9.15										21.3		
CBS	12.42-	1.25AM	LATE MOVIE II	M-F	12.00	4,990	6.7	3,950	5.3	27	6.9	4,320	5.8	3,500	4.7	26	6.8
					12.15				6.0*	22*	5.5				6.2*	24*	5.9
					12.30						5.7						5.5
					12.45				4.8*	24*	5.4				5.5*	28*	4.7
					1.00						5.2						4.3
					1.15				5.1*	29*	5.1				4.2*	23*	4.0
					1.30												4.0
					1.45										4.2*	36*	4.6
NBC	8.58-	8.59PM	NBC NEWS UPDATE-M-F	M-F	8.45	11,180	15.0	12,220	16.4	24	13.8	11,700	15.7	11,700	15.7	23	14.6
					9.00						9.3						
					9.15												19.8
					10.00						23.9						
NBC	12.15-	1.34AM	TONIGHT SHOW	M-F	1.00	FOR RTGS SEE PAGE A-16					4.2						
					1.15				3.8*	22*	3.4						
					1.30						3.1						
NBC	1.00-	1.45AM	TOMORROW SHOW	M-TH	1.45	FOR RTGS SEE PAGE A-16					1.9						
					2.00						1.7						
					2.15				1.6*	15*	1.5						
DAY MONDAY-FRIDAY																	
ABC	2.00-	5.34PM	SUGAR BOWL GAME(S)	MON.	2.00	29,350	39.4	16,170	21.7	40	16.8						
					2.15				17.9*	34*	19.0						
					2.30						20.4						
					2.45				20.9*	39*	21.5						
					3.00						22.1						
					3.15				22.0*	41*	21.8						
					3.30						17.7						
					3.45				20.4*	38*	23.1						
					4.00						25.8						
					4.15				25.5*	47*	25.3						
					4.30						24.9						
					4.45				24.8*	46*	24.7						
					5.00						25.2						
					5.15				21.9*	39*	18.7						
					5.30						11.5						
ABC	4.30-	5.30PM	ABC AFTERSCHOOL SPECIAL(S)	WED.	4.30							8,790	11.8	6,180	8.3	21	7.8
					4.45										7.9*	21*	7.9
					5.00												8.6
					5.15										8.7*	21*	8.7
CBS	10.00-	11.30AM	COTTON BOWL PARADE(S)	MON.	10.00	21,160	28.4	12,590	16.9	42	10.5						
					10.15				12.0*	36*	13.6						
					10.30						16.9						
					10.45				17.6*	43*	18.3						
					11.00						20.9						
					11.15				21.1*	46*	21.3						

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

NATIONAL WIRESEVTV AUDIENCE ESTIMATES																	
DAY NETWORK TIME (N.Y.T.) PROGRAM						WEEK 1				WEEK 2							
						TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR
						HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %	HOUSEHOLDS (000)		%	HOUSEHOLDS (000)	SHARE %			
DAY MONDAY-FRIDAY CONT'D																	
CBS	10.30-11.30AM	MAGAZINE(S)	THU.	10.30	7,820	10.5	4,840	6.5	30	6.2							
				10.45				6.2*	29*	6.3							
				11.00						6.7							
				11.15				6.8*	30*	6.8							
CBS	11.30- 2.00PM	ROSE BOWL PARADE-CBS(S)	MON.	11.30	27,270	36.6	16,690	22.4	45	21.5							
				11.45				21.8*	48*	22.1							
				12.00						23.1							
				12.15				23.3*	47*	23.6							
				12.30						22.9							
				12.45				22.8*	46*	22.7							
				1.00						22.5							
				1.15				22.3*	44*	22.2							
				1.30						22.1							
				1.45				21.8*	41*	21.5							
CBS	11.54-12.00NN	CBS MID-DAY NEWS-EDWARDS	TU-F	11.45	5,220	7.0	4,620	6.2	23	6.2	5,290	7.1	4,470	6.0	23	6.0	
			M-F														
CBS	2.00- 5.53PM	COTTON BOWL GAME(S)	MON.	2.00	29,350	39.4	9,310	12.5	23	16.8							
				2.15				15.9*	30*	15.0							
				2.30						14.4							
				2.45				14.2*	26*	14.0							
				3.00						13.6							
				3.15				14.2*	26*	14.7							
				3.30						18.5							
				3.45				15.4*	28*	12.2							
				4.00						9.3							
				4.15				9.5*	17*	9.6							
				4.30						10.2							
				4.45				9.1*	17*	8.0							
				5.00						7.1							
				5.15				8.3*	15*	9.6							
				5.30						13.6							
				5.45				13.9*	24*	14.7							
NBC	11.30- 2.00PM	TOURNAMENT-ROSES PARADE(S)	MON.	11.30	18,550	24.9	9,160	12.3	25	10.2							
				11.45				10.0*	22*	9.8							
				12.00						11.4							
				12.15				11.5*	23*	11.7							
				12.30						12.9							
				12.45				13.1*	26*	13.3							
				1.00						13.4							
				1.15				13.5*	27*	13.7							
				1.30						13.9							
				1.45				13.6*	26*	13.2							
NBC	12.00- 1.00PM	CONVERSATION-BETTY FORD(S)	FRI.	12.00	5,890	7.9	3,500	4.7	17	4.1							
				12.15				4.0*	15*	3.9							
				12.30						5.3							
				12.45				5.4*	19*	5.5							
NBC	1.30- 2.30PM	DAYS OF OUR LIVES	M-F	2.30						7.9							
				2.45													
NBC	4.30- 4.45PM	ROSE BOWL FOOTBALL PRE(S)	MON.	4.30	7,300	9.8	7,300	8.2*	16*	8.4							
								9.8	18	9.8							

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK TIME (N.Y.T.) PROGRAM QUARTER HOUR					WEEK 1				WEEK 2								
					TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR			
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %		HOUSEHOLDS (000)	SHARE %	HOUSEHOLDS (000)	SHARE %				
DAY MONDAY-FRIDAY CONT'D																	
NBC	4.45-	8.09PM	ROSE BOWL GAME(S)	MON.	4.45	33,750	45.3	17,360	23.3	37	11.2						
					5.00						12.7						
					5.15				14.8*	26*	16.9						
					5.30						22.6						
					5.45				24.0*	41*	25.4						
					6.00						28.1						
					6.15				27.1*	44*	26.0						
					6.30						24.2						
					6.45				24.2*	37*	24.3						
					7.00						26.1						
					7.15				26.5*	40*	26.9						
					7.30						27.7						
					7.45				27.9*	41*	28.2						
					8.00						26.7						
DAY SATURDAY																	
ABC	8.26-	8.30AM	SCHOOLHOUSE ROCK-8.26AM		8.15	2,530	3.4	2,310	3.1	27	3.1	2,980	4.0	2,760	3.7	32	3.7
ABC	9.26-	9.30AM	SCHOOLHOUSE ROCK-9.26AM		9.15	5,140	6.9	4,620	6.2	26	6.2	5,510	7.4	4,990	6.7	27	6.7
ABC	10.56-	10.59AM	SCHOOLHOUSE ROCK-10.56AM		10.45	5,360	7.2	5,140	6.9	25	6.9	5,960	8.0	5,660	7.6	26	7.6
ABC	11.26-	11.29AM	SCHOOLHOUSE ROCK-11.26AM		11.15	6,110	8.2	5,810	7.8	28	7.8	6,180	8.3	5,810	7.8	29	7.8
ABC	11.56-	11.59AM	SCHOOLHOUSE ROCK-11.56AM		11.45	5,660	7.6	5,220	7.0	23	7.0	6,930	9.3	6,560	8.8	29	8.8
CBS	8.26-	8.29AM	IN THE NEWS- 8.26AM		8.15	3,130	4.2	2,980	4.0	32	4.0	3,500	4.7	3,200	4.3	34	4.3
CBS	8.56-	8.59AM	IN THE NEWS- 8.56AM		8.45	4,690	6.3	4,100	5.5	30	5.5	4,920	6.6	4,320	5.8	30	5.8
CBS	9.26-	9.29AM	IN THE NEWS- 9.26AM		9.15	6,780	9.1	6,710	9.0	39	9.0	6,930	9.3	6,560	8.8	37	8.8
CBS	9.59-	10.02AM	IN THE NEWS- 9.59AM		9.45	8,270	11.1	7,900	10.6	40	10.8	8,640	11.6	8,270	11.1	41	10.8
					10.00						10.5						11.3
CBS	10.26-	10.29AM	IN THE NEWS-10.26AM		10.15	9,090	12.2	7,820	10.5	39	10.5	8,270	11.1	7,750	10.4	36	10.4
CBS	11.33-	11.36AM	IN THE NEWS-11.33AM		11.30	7,380	9.9	6,930	9.3	31	9.3	7,150	9.6	6,850	9.2	31	9.2
CBS	11.56-	11.59AM	IN THE NEWS-11.56AM		11.45	8,050	10.8	7,670	10.3	34	10.3	6,930	9.3	6,410	8.6	28	8.6
CBS	12.26-	12.29PM	IN THE NEWS-12.26PM		12.15	5,070	6.8	4,620	6.2	19	6.2	5,660	7.6	5,220	7.0	22	7.0
CBS	12.56-	12.59PM	IN THE NEWS-12.56PM		12.45	6,410	8.6	5,960	8.0	25	8.0	7,000	9.4	6,710	9.0	28	9.0
CBS	1.26-	1.29PM	IN THE NEWS- 1.26PM		1.15	4,620	6.2	4,170	5.6	16	5.6	4,540	6.1	4,100	5.5	17	5.5
NBC	10.27-	10.29AM	METRIC MARVELS-10:27AM		10.15	4,400	5.9	4,100	5.5	21	5.5	4,920	6.6	4,540	6.1	22	6.1
NBC	10.57-	10.59AM	METRIC MARVELS-10:57AM		10.45	5,510	7.4	5,440	7.3	26	7.3	5,070	6.8	4,920	6.6	22	6.6
NBC	11.57-	11.59AM	METRIC MARVELS-11:57AM		11.45	3,730	5.0	3,580	4.8	16	4.8	4,250	5.7	4,250	5.7	19	5.7
NBC	3.32-	3.54PM	NCAA BASKETBALL-NAT'L(B)		3.45						3.2						
						FOR RTGS SEE PAGE A-28											
DAY SUNDAY																	
ABC	11.55-	11.59AM	SCHOOLHOUSE ROCK-11.55AM		11.45	2,160	2.9	2,010	2.7	9	2.7	3,430	4.6	3,430	4.6	16	4.6
ABC	3.15-	4.32PM	INT'L CHAMPIONSHIP BOXING		4.30												14.7
						FOR RTGS SEE PAGE A-35											
CBS	9.26-	9.29AM	IN THE NEWS- 9.26AM-SUN.		9.15	970	1.3	890	1.2	8	1.2	1,190	1.6	1,120	1.5	9	1.5
CBS	9.56-	9.59AM	IN THE NEWS- 9.56AM-SUN.		9.45	1,340	1.8	1,190	1.6	8	1.6	1,710	2.3	1,640	2.2	10	2.2

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NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

					WEEK 1				WEEK 2							
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	%	HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	%
DAY SUNDAY CONT'D																
	CBS	1.45-	4.04PM NBA BASKETBALL GAME	4.00							FOR RTGS					5.8
											SEE PAGE A-33					
	NBC	1.00-	3.04PM NCAA BASKETBALL-NAT'L 2	3.00							FOR RTGS					8.2
											SEE PAGE A-33					

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U.S. TV HOUSEHOLDS: 74,500,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).